OCTOBER 29, 1951

BROADCASTING TELECASTING

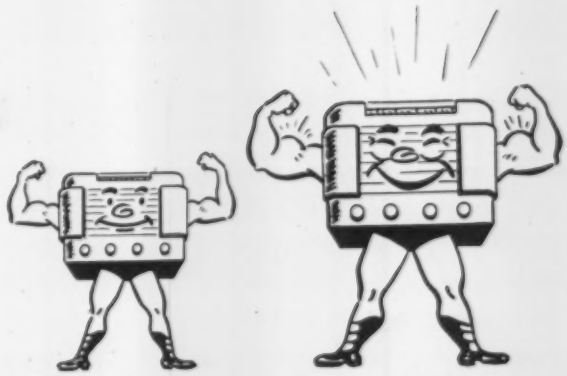
PUBLIC LIBRARY DEPT OF ART MICH

PUBLIC LIBRARY
OCT 30 1951
DETROIT

TECHNOLOGY DEPT.

WHO SAID NIGHTTIME RADIO IS DYING?

IN *Iowa*, IT'S UP *28.8%!*



1949 1951

The 1951 Iowa Radio Audience Survey* proves conclusively that total radio listening in Iowa is greatly on the increase. An exact comparison with 1949 (when the Survey gathered the same listening data at approximately the same week of the year) shows that Iowa *nighttime listening, for example, is up 28.8%!*

Between 5 p.m. and 8 p.m., the Survey found increased listening for *every* quarter hour, 1951 over 1949, with an average increase of 28.8% for each of these twelve important quarter hours! (The hours 8 to 10 p.m. were covered only by the 1951 Survey. It found a remarkably high average of 62.9% of all adults listening at each quarter hour!)

For the average quarter-hour period 5 a.m. to 8 p.m., the Survey found a 14.4% increase in listening, 1951 over 1949!

When you project these increases against the fact that Iowa also has more *families*, more *multiple-set homes*, and more *car radios* than in 1949, you find the increased *amount* of radio listening is even greater than the average percentages shown above.

Clear-Channel, 50,000-watt WHO continues, of course, to get the greater share of Iowa's increased radio listening. This and many other authentic, up-to-date facts about radio in Iowa are thoroughly documented in the 1951 Iowa Radio Audience Survey. Write for your free copy, *today!*

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

WHAS-TV.. quality of programming makes the difference!

"SMALL TALK"

FEATURING

Mary Snow Ethridge

ESPECIALLY FOR PARTICIPATING SPONSORS

Monday-Wednesday-Friday
6:15 - 6:30 P.M.

"Small Talk" is a sparkling-but-informal interview program built around the engaging personality of Mary Snow Ethridge. Nationally famous guests and interesting personalities from the local scene give the show a smooth combination of local color and sophistication. Author Merle Miller . . a polio patient in an iron lung . . actor Todd Andrews . . the Mayor of Louisville and his five children . . humorist Ogden Nash . . a circus clown . . Governor Lawrence Wetherby of Kentucky — just a few of the fascinating guests seen on this favorite local show.

50,000 Watts

More than twice the power of Louisville's second station

Serving a market of more than 105,000 television homes

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Dir*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

MORE Detroiters Listen To

WKMH

THAN EVER BEFORE

• 1310 on the Detroit dial is g-o-o-o-i-n-g **UP.** Higher than ever before, WKMH is **UP** 58 more quarter hours—according to latest Detroit Pulse*. Yes . . . WKMH shows the greatest jump **UP** of *any* Detroit Market Station.

*Detroit Pulse: July-August, 1951

DETROIT IS LISTENING TO

WKMH

5000 WATTS

DAYTIME—1000 WATTS NIGHTS

IN JACKSON, MICHIGAN, IT'S **WKHM**
1000 WATTS, FULL TIME...970 ON THE DIAL

CONTACT YOUR HEADLEY-REED REPRESENTATIVE

Published every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Program:
TELEVISION FARMER

Station:
WGAL-TV
LANCASTER, PENNSYLVANIA

Feature:
TOBACCO 1952

Tobacco is a staple crop for the thousands of farmers in the Pennsylvania counties of Lancaster, Lebanon and York. So, WGAL-TV's cameramen and farm specialists get an expert, on-the-spot, sound-recorded interview for "Television Farmer." Telecast weekly, this farm program belongs to its viewers. *They* decided its time. *They* select the program content. County Agricultural Extension Offices and the Future Farmers and Future Homemakers of America aid in program planning. Specialists from Pennsylvania State College are frequent guests. "Television Farmer" is but one of WGAL-TV's continuing public service programs.

A STEINMAN STATION, Clair R. McCollough, President

NBC TV-AFFILIATE

WGAL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • Los Angeles • San Francisco • New York

at deadline

CLOSED CIRCUIT

STANLEY PULVER, manager of TV and chief timebuyer, Dancer-Fitzgerald-Sample, N. Y., will be named director of radio and television media for Lever Brothers. Anton Bondi, assistant media director, appointed Lever's director of printed media.

HOW FAR SHOULD FCC go on matter of patents in communications field? Under active consideration is proposed rule-making procedure whereby FCC would require licensees to supply it with patent data in connection with approval of equipment authorized for installation. Since receivers, in fact, are miniature transmitters, FCC's authority presumably could apply both directions if procedure is ultimately adopted.

FOUR A's eastern annual conference in New York this week will be asked to accept number of resolutions. Among those expected: That networks, FCC and manufacturers get together on one single electronic compatible color TV system; that when TV networks get in better financial condition they be asked to provide rehearsal facilities, etc., without charge, as in radio.

FINANCIAL FOG hovering over American Vitamin Assoc. lifted slightly last week as firm got outside capital to subsidize current expenses. Source not revealed but not believed to be drug concerns interested in buying AVA. Company will limit activities to taking and filling drug store orders and plans no advertising. If firm makes profit, chances are Schwimmer & Scott will regain some of $290,000 lost on billing commitments.

McCARRAN Un-American Activities Committee is pondering list of several hundred names gathered from various sources. Problem is what to do with them since apparently at this time it has been unable to determine which might be regarded as "loyalty" category. Names include those of radio writers, performers and others in show business and public life.

FEW DISSENTS on proposed television regulation code have been heard since release of document Oct. 19 [B•T, Oct. 22]. One significant change slated to be considered by NARTB TV Board which has power to revise, amend and promulgate, is to include "cease and desist" provision which, if not compiled with by recalcitrant station, would be followed by expulsion proceedings.

FIRST PRODUCTION of Ford Foundation's Television-Radio Workshop reportedly to start Nov. 10 on NBC-TV, consisting of series of dozen or more half-hour weekly resumes of activities of United Nations General Assembly in Paris. Understood to be scheduled Saturdays, 7-7:30 p.m. Workshop's first radio production, half-hour adult education series called *The People Act* and originally scheduled to start in November on CBS Radio [B•T, Aug.

(Continued on page 6)

RADIO SET OUTPUT SHOWS SHARP INCREASE

OUTPUT of home radio receivers more than doubled from August to September, according to Radio-Television Mfrs. Assn. September report for entire industry shows 603,055 home radios turned out in the five-week month compared to 295,587 sets in August (four weeks).

TV set output rose from 146,705 in August to 337,341 in September. Production of portable radios was 103,355 in September compared to 77,568 in August. Factories turned out 393,836 auto sets in September compared to 190,252 in August.

Nine-month production of home radios was 5,133,033 sets, according to RTMA, with 3,970,857 TV sets, 1,096,770 portables and 3,847,675 auto sets. Radio output was 5% below nine months of 1950 and TV output was down 21%, with total radio receiver production for nine months of 10,077,478 sets. Total September radio output was 1,100,246 sets.

Radios with FM facilities were estimated at 84,842 in September, with another 15,803 TV sets containing FM audio circuits. September and nine-month production follow:

	TV	Home Radios	Portables	Auto Sets
Jan.	645,716	750,289	75,294	346,799
Feb.	679,319	764,679	79,859	437,779
March	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,557	164,171	603,534
June	326,547	346,135	228,454	494,202
July	152,306	184,002	70,538	293,955
Aug.	146,705	295,587	77,568	190,252
Sept.	337,341	603,055	103,355	393,836
Totals	3,970,857	5,133,033	1,096,770	3,847,675

TVA INACTIVE ON MERGER

TVA Board has taken no action in regard to proposed merger with AFRA, according to Alex McKee, assistant to executive secretary, and every delegate to national convention—called for Dec. 7-9 in New York—will act as free agent when question is raised there. Membership meeting of TVA in New York Thursday discussed convention, procedures to be followed there, and nominations of delegates, who will be elected by mail during first two weeks of November.

BUSINESS BRIEFLY

TEXCEL SHOW ● Industrial Tape Corp. (Texcel), about to co-sponsor *Rocky King* on DuMont Network. Show partly underwritten by American Chicle. Tape firm handled through Kenyon & Eckhardt, N. Y.

SCHOOL'S AGENCY ● American School, Chicago, for its high school correspondence course, names Olian Advertising, same city, to handle radio and television network advertising. Account executive is M. H. Bronner.

SHOE ACCOUNT MOVES ● General Retail Corp., Nashville, division of General Shoe Corp., names Campbell-Ewald, Chicago, to handle advertising for its Men's Division and Flagg Shoes. Agency vice president and general manager, E. W. Clements, is account executive. Broadcast media are used.

JELSERT APPOINTS ● JelSert Co., Chicago, appoints Ruthrauff & Ryan, same city, to handle product advertising for JelSert Flavor-aid and Makasyrup. Account executive is Robert Archer.

RCA SALES SET RECORD

RECORD VOLUME in sales of products and services of RCA and subsidiaries was registered during first nine months of 1951, reaching total of $421,281,782 as compared to $395,741,391 for same period last year, Brig. Gen. David Sarnoff, RCA board chairman, announced in statement released today (Monday). Increases in operations costs ($383,429,941 compared to $336,408,754 in first nine months of 1950) brought earnings before federal income taxes to $37,851,841 as against $59,332,637 for similar 1950 period. Net profit for nine months totaled $18,356,841, compared to $33,384,637 for first nine last year, and earnings per share on common stock amounted to $1.15 compared to $2.24. For quarter ended September 30, products and services sold totaled $118,948,849 as against $146,957,033 in same 1950 period and net profit was $2,653,480 as compared to $12,422,994 in same quarter of previous year.

New Money Supports TV, Magazines Find

TELEVISION advertising appropriations are, on the whole, additional expenditures and not money taken from other media, Magazine Advertising Bureau said following analysis of expenditures of TV advertisers in other media during first half of 1950 and 1951.

MAB found that advertisers spending $25,000 or more in network television during first six months of this year increased their purchase of TV time 294.0%, also increased use of magazine space 4.1% and use of network radio time 0.6%, but decreased use of Sunday supplements 5.3%.

Of 163 network TV advertisers in Jan.-June 1951, 136 used magazines (up from 132 in like period of 1950); 83 used Sunday supplements (down from 90 year before); 69 used network radio (down from 71 in 1950).

MAB offered following table comparing expenditures first half 1951 with those for first half 1950 (included are all advertisers spending $25,000 or more in network TV during first half this year):

	1st 6 mo 1951	1st 6 mo 1950	Percent Change
Network TV	$ 51,409,273	$ 13,049,741	+294.0
	* * *		
Other Media			
Magazines	81,984,454	78,774,646	+ 4.1
Network Radio	76,064,156	75,647,932	+ 0.6
Sunday Supplements	18,275,486	19,305,162	— 5.3
Total, other media	$176,324,096	$173,727,740	+ 1.5

for more AT DEADLINE turn page

at deadline

ABC NAMES FRIENDLY TO SUCCEED THROWER

FRED M. THROWER, ABC vice president in charge of television sales, announced Friday he had resigned and Edwin S. Friendly Jr., ABC eastern sales manager for network TV, was designated to succeed him as director of television sales.

Mr. Thrower said he will announce plans when he returns from vacation in Florida. His resignation was effective immediately. Elevation of Mr. Friendly to national director of TV sales announced by Alexander Stronach, ABC vice president for television. Mr. Friendly's successor as network TV eastern sales manager will be named later.

President Robert E. Kintner, asserting that "it was with great reluctance that I accepted Mr. Thrower's resignation," noted that ABC's TV volume had grown from $1.2 million to over $12 million during Mr. Thrower's tenure as TV sales vice president, and said this expansion was due largely to his efforts. Mr. Friendly joined ABC-TV sales department in April 1950 as account executive after serving as radio and television director for Al Paul Lefton Agency since mid-1948. He also is former timebuyer and radio account executive of BBDO.

TV COSTLY FOR LOCAL ADVERTISERS, SAYS RYAN

RADIO has nothing to fear in foreseeable future from television's impact on local business, William B. Ryan, Broadcast Advertising Bureau president, told sales clinic Friday afternoon at NARTB District 6 meeting in New Orleans (early story page 58-D).

Mr. Ryan said TV's rate structure is pricing itself out of local field.

Series of resolutions adopted by District 6 condemned attempts to depreciate radio medium and undermine its economic stability; opposed Benton legislation; commended President Harold E. Fellows, Chairman of Board Justin Miller, Board of Directors and staff; endorsed work of BAB along with President Ryan and Lee Hart; approved BMI clinics; commended regime of District 6 director, Harold Wheelahan, WSMB New Orleans.

Richard P. Doherty, employe-employer relations director, was main speaker at morning session. BAB program occupied afternoon.

FCC ISSUES NEW RULES COVERING NARBA CONFLICTS

RULES governing treatment of applications for AM stations in conflict with terms of North American Regional Broadcasting Agreement were announced by FCC Friday.

Where application conflicts with NARBA assignments of other signatory countries, FCC will not make grant.

Where application conflicts with existing stations on assignments to non-signatory countries (Mexico and Haiti), FCC will not make grant.

NARBA agreement, reached November 1950, has not yet been ratified by U. S. Senate.

New policy is effective immediately.

Comrs. Coy, Hyde, Jones and Hennock took action; Comr. Sterling dissented on grounds it is unfair to hold up applications that comply with old treaty "for the indefinite period of time which may be involved."

In this Issue—

Radio and television brought to grips with hard facts of defense economy as Washington actions and announcements evoke recollections of World War II. *Page 23.*

It's jingle bells on radio cash registers as Christmas business booms. *Page 23.*

Three stations will leave Edward Petry Co. to be represented by Henry Christal, and there are other shuffles in affiliations with national representatives. *Page 25.*

Young & Rubicam's executive vice president says lack of comparable research among media is headache to agencies and advertisers. *Page 26.*

A Miami lumber company gets 20 times the pull from radio as from printed advertising. *Page 46.*

Local IBEW submits contract demands that St. Louis stations call fantastic. *Page 27.*

How to buy spots intelligently and fast—a system explained by the Foley agency, Philadelphia. *Page 58-A.*

Sen. Benton reminds Senate he will renew his campaign for high-power radio-TV advisory board when Congress reconvenes next January. *Page 63.*

Republic Pictures probably will appeal injunction granted Roy Rogers against Republic's release of his pictures to TV. *Page 63.*

Gross radio network billings this year slip below those of 1950, but TV network business is four times what it was last year. *Page 38.*

Some telecasters are worrying about commercial restrictions in new TV code, and other questions of interpretation arise. *Page 64.*

National Radio and Television Week is on. *Page 32.*

Fairfax Cone says radio and television commercials have gone stale. *Page 29.*

President signs bill giving him power to seize radio communications in emergency. *Page 30.*

Technical TV advances reported in Chicago electronics conference. *Page 70.*

Adrian Murphy, president of CBS Labs, says that although commercial color TV is "temporarily in limbo," he hopes other color uses for military and industrial purposes will go on. *Page 68.*

Upcoming

Oct. 28-Nov. 3: National Radio and Television Week.

Oct. 30: BMI Program Clinic, Skirvin Hotel, Oklahoma City.

Oct. 31: BMI Program Clinic, Broadview Hotel, Wichita, Kan.

Nov. 1: RTMA Transmitter Division Panel Meeting, Wardman Park Hotel, Washington.

Nov. 2: BMI Program Clinic, Utah Hotel, Salt Lake City.

Nov. 2-3: Florida Assn. of Broadcasters, mid-year meeting, Soreno Hotel, St. Petersburg.

Nov. 2-3: Michigan Assn. of Broadcasters, Fort Shelby Hotel, Detroit.

(Other Upcomings, page 32)

Closed Circuit

(Continued from page 5)

13], now postponed to January, still on CBS Radio (Sundays, 10:30-11 p.m.)

CHROMATIC TELEVISION LABS may hold further demonstrations of its new tri-color Lawrence-Paramount TV tube within another three weeks. Company reportedly has found several "new" uses for it.

CBS quite excited over Lawrence tri-color tube. It's understood that Dr. Peter Goldmark, CBS vice president in charge of research, has begun intensive laboratory experiments, with CBS field sequential system, with encouraging results.

NOW THAT CONGRESS has afforded excess profits tax relief for television broadcasters [B•T, Oct. 22] and President has signed new tax measure, one job remains to be done and will be handled this week. That is writing of precise regulations to implement legislation. Conference is scheduled with the Treasury Department and Internal Revenue Bureau this week. Relief granted nation's telecasters may amount to about 12 million to 15 million per year.

LEVER BROTHERS, N. Y., through Ruthrauff & Ryan, N. Y., expected to sponsor its radio portion of Arthur Godfrey, 10-10:15 a.m. on simulcast starting Jan. 7. Meanwhile CBS-TV understood offering remainder of Godfrey morning show (heard 10-11:30 a.m.) to other clients for simulcast sponsorship.

ONE OF "casualties" of Mobilization Chief Wilson's stoppage of TV color was FCC Commissioner George E. Sterling. He was in throes of writing speech for delivery late this month on color development when order came through.

SOME NBC-TV affiliates enjoyed private chuckle last week. It had been agreed that Oct. 19 Chicago session of affiliates, at which demands for revision and improvement of affiliation arrangements were worked up, would be super-secret. When story [B•T, Oct. 22, Page 63] appeared in full splendor, affiliates group quickly teletyped report to NBC.

SIGNS that National Radio & Television Week (Oct. 28-Nov. 3) may be discarded in favor of Voice of Democracy Contest, originally one minor phase of industry's week but now among nation's major promotional events.

PRICE CEILINGS IN WORKS FOR RADIO, TV RECEIVERS

DOLLAR-AND-CENTS price ceilings for radio and TV sets are in works. Last week subcommittee of OPS Radio-TV Set Manufacturers Industry Advisory Committee met with pricing officials to work out method of tailored regulations [B•T, Oct. 22]. Major concern of manufacturers was automatic adjustment factor. If that can be worked out, subcommittee agreed, "modified freeze" technique could be used to set ceiling prices.

Under this method, recent base period, using highest price at which radio and TV sets were sold, would be adopted. At present radio-TV manufacturers work out ceiling prices on formula basis. Members of subcommittee are Ernest Bareuther, Philco; George Bryant, RCA Victor; A. E. Chapman, Sylvania; John R. Grayson, Magnavox; Arnold Nelson, Admiral; A. Vogel, Emerson.

for more AT DEADLINE see page 98

Represented by Bolling

Like 'Sterling' on Silver

MR. SPONSOR:

Your Best "BUY" Time is in "HIGH TIME"!

New Orleans' Favorite Noontime Show
Is Setting New "Highs" For Sponsors!

• Ninety minutes of music (live and recorded), mirth and merriment by New Orleans' top radio personalities. It's the "Perfect Combination" . . . for Spot Participation!

• Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS NBC

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

INDEPENDENT RADIO GIVES WHAT THE *HOME FOLKS* LIKE

JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:

"Network radio has twice failed to produce for us, but Independent Radio is always productive. That's why we've been on KSTL for the past two years . . . and still are."

—To Radio Station KSTL, St. Louis, Mo., From Carson Furniture Company, Largest retail time-buyer in the St. Louis area.

"Our two spot announcements brought us close to three hundred inquiries!"

—To Radio Station WJMO, Cleveland, Ohio, from The Columbian Vise & Mfg. Co., Cleveland

ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS

In one city, folks prefer hill-billy . . . in another, the choice is long-hair. Independent Radio programming caters to "home town" tastes . . . gives the folks just what they like . . . not whatever the network happens to supply. Result: Independent Radio builds *listener loyalty* . . . which, in turn, becomes *product loyalty* for *Independent* advertisers. It will pay *you* to schedule the leading Independent Radio Stations. Write to any AIMS station for all the facts.

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE —Akron, Ohio
WBMD —Baltimore, Maryland
WBNY —Buffalo, New York
WJMO —Cleveland, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WCCC —Hartford, Connecticut
WXLW —Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska
WKYW —Louisville, Kentucky
WHHM —Memphis, Tennessee
WMIE —Miami, Florida
WMIL - Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WWSW —Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WHIM —Providence, Rhode Island
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —Minneapolis—St. Paul
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas
KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW —Youngstown, Ohio

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city.

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS • AIMS

Aim for BULL'S-EYE results...with the AIMS GROUP

Oklahoma City's
Only 50,000 Watt Station

KOMA

NO NEWS IS BAD NEWS

KOMA newscasts sparkle with freshness! In the morning when many stations are droning wire-copy re-hashes of yesterday's events, KOMA is animatedly reporting a bright, concise coverage of all the news, sparked by a complete exclusive round-up of *local* news.
The same goes for evening newscasts. Even conscientious re-writing of the wire service copy results in newscasts of substantially the same context on one station as on another because we all have the same wire service sources. So again, *KOMA newscasts sparkle because of complete LOCAL coverage.*
Only one radio station in Oklahoma City has 24-hour metropolitan beat coverage and that's KOMA! That's why KOMA newscasts sparkle!

J. J. Bernard
VP and General Manager

KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel, INC.

agency

WILLIAM E. HABERMAN, partner L. C. Cole Co., S. F., becomes sole owner of firm effective Nov. 1. Mr. Haberman succeeds L. C. COLE, who founded agency in 1931. Mr. Cole resigned to become director of sales for National Motor Bearing Co., Redwood City, Calif. Agency's name, key personnel, and accounts served will remain the same.

GERALD W. TASKER, head of research department, Cunningham & Walsh, N. Y. elected vice president.

TED SMITH rejoins J. Walter Thompson Co., N. Y., as production supervisor under **GEORGE GLADDEN**. Mr. Smith left post as head of motion picture department in Hollywood office of agency five years ago because of ill health.

HAMILTON STEVENSON, partner McCarthy-Stevenson, Oakland, advertising art service, to Hoefer, Dieterich & Brown Inc., S. F., as production manager.

on all accounts

MEDIA director at MacFarland, Aveyard & Co., Chicago, Betsy Tyroler has the distinction of being "sold" on advertising while horseback-riding. An enthusiastic equestrienne when she had considerably more leisure time, Miss Tyroler was chatting between canters with a vice president of Swift & Co. who advised a future career for her in advertising rather than banking.

She left Chicago's City National Bank and joined McCann-Erickson in 1940 as a junior stenographer. Before she left three years later she had taken charge of the Minneapolis desk (Pillsbury Mills) and worked as an account assistant on Pillsbury, Maytag, Ford Motor, Standard Oil of Indiana and National Dairy Council. At Compton Advertising in 1943, she worked as assistant to the manager and learned how to buy time by studying with an accomplished timebuyer at nights in order to gain a specialty. Since then, she has tried to maintain an even balance between specialization and handling overall operations.

Now, as media director at MacFarland, Aveyard & Co. she officially heads the media and research departments, both of which she has reorganized since joining the agency in April. Also, because of her previous experience, she is able to double when necessary in account work, writing, creative presentations, space and time buying and client contact. Her major radio-TV accounts now are Zenith Radio Corp. and Drewry's ale and beer.

During her 12 years in advertising, Miss Tyroler has been media director and account executive at Jim Duffy Co.; account executive at Burton Browne; assistant to the president and account executive at John W. Shaw, and as a member of the plans board (research, merchandising, plans) at LeVally Inc.

Miss TYROLER

The only member of her family in advertising, Miss Tyroler is a native Chicagoan. She attended Hyde Park High School and Northwestern U., where she concentrated on advertising and business courses. She has her own apartment near north on Lake Shore Drive, "hides out" at the Actor's Club when she wants to solve a client's problem after office hours, and plays golf occasionally at

(Continued on page 18)

beat

Mr. Simpson

ROBERT SIMPSON, executive TV producer Geyer, Newell & Ganger, N. Y., to Erwin, Wasey & Co., N. Y., as director of TV production.

DONALD S. BRIESE named account executive Edwards Agency, L. A. He was advertising manager Enterprise Engine & Machinery Co. and General Metals Corp.

JOHN D. HELD, senior director WATV(TV) Newark, N. J., to radio-TV department Ketchum, MacLeod & Grove, Pittsburgh.

C. R. LASH, agricultural technician on Swift & Co. account Needham, Louis & Brorby, Chicago, transfers to research department, planning farm market advertising for all products.

EDWARD C. ROHRS appointed to creative staff Price, Robinson & Frank Inc., Chicago. Mr. Rohrs was with Leo Burnett Co. and Grant Advertising Inc., both Chicago.

BUCHANNAN & Co., Chicago, moves to new and larger quarters at 333 North Michigan Ave. New telephone number is ANdover 3-6611. **ROBERT E. POTTER**, vice president of company, is in charge of Chicago office.

BILL HOLMES, NBC San Francisco, to Atherton Agency, L. A., as copy and media director.

LEE WHITE, BBDO, N. Y., to Biow Co., N. Y., as account executive on Procter & Gamble account.

KENNETH E. NELSON, promotion manager McGraw-Hill Publications, New York, appointed account manager G. M. Basford Co., New York.

PAT TRIMBLE, Albert Drennan Adv., S. F., to production department Russell, Harris & Wood, S. F.

SYBIL RICKLESS, women's editor WERC Erie, Pennsylvania, to public relations department, New York office of Grant Advertising Inc. She will work on radio and TV publicity for Florist's Telegraph Delivery Association.

CARL PEDERSEN, production manager Cosby & Cooper, S. F., called to active duty in Army as captain.

JEAN BROWN, Kenyon & Eckhardt, N. Y., to new post of copy chief, Fisher & Rudge, same city.

CALDEN (Bud) STITT, to Chicago sales staff of John E. Pearson Co., station representative. He leaves KXXX Colby, Kan.

ARNOLD KIRSCHNER, Theo H. Segal Adv. Agency, S. F., to production department BBDO, S. F.

DAVID S. HOGMER, director of space and media Duane Jones Co., N. Y., to Grey Adv., that city, in same capacity.

A. J. McKILLOP, Kelley-Clarke Co., S. F., to Gilman, Nicoll & Ruthman, S. F.

ROBERT BLACK, assistant radio-TV director Dan B. Miner Co., Los Angeles and Yvonne Findling, married Oct. 20 in Riverside, Calif.

Obviously OUTSTANDING . . .

Clockwise, starting at top: CHUCK BARNHART, Program Director; BROOKS WATSON, News Director; EMIL BILL, Farm Editor; PHIL GIBSON, Local News Editor; MILTON BUDD, Staff Personality; WAYNE WEST, Staff Personality; FLORENCE LUEDEKE, Women's Director; JACK QUINN, Sportscaster.

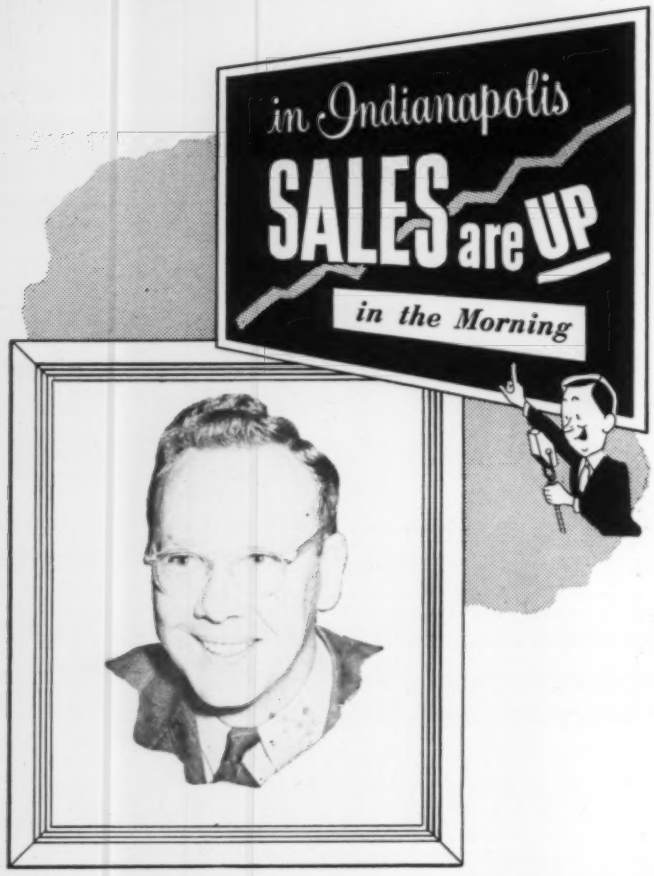
WMBD Dominates the Rich Peoriarea Market

Skillful programming with widely popular local personalities helps maintain WMBD's dominant position in Peoriarea radio. Throughout the broadcasting day and night, these and other familiar voices receive a warm-hearted welcome in more Peoriarea radio homes than the next two stations COMBINED! These featured stars are, of course, only a part of WMBD's complete well-balanced staff of over 56 radio personnel. WMBD leads not only in share of the audience, but also in staff size and facilities—the largest and finest in downstate Illinois.

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts



Bill Faulkner

ISN'T SATISFIED . . .

with just doing a good job!
He expects, *and gets*, extraordinary
results for advertisers. Maybe
it's beause Bill is a Hoosier
himself. . . . Anyway, *Bill sells*—
whether it's aspirin or cars . . .
6:30 or 8:00! He's a very important
reason why . . .
SALES are UP in Indianapolis!

The Station that never out-promises
. . . BUT ALWAYS OUT-PERFORMS

WISH
INDIANAPOLIS
1310 KC.

WHOT — South Bend
WANE — Fort Wayne
WHBU — Anderson

Owned and Operated by
UNIVERSAL BROADCASTING CO., Inc.

Represented Nationally by The BOLLING COMPANY

new business

Spot . . .

LOUIS L. LIBBY, N. Y. (pre-cooked frosted seafoods & chicken), launching 13-week campaign in five east-coast markets in both radio and TV on participating sponsorship basis. Length of contract and number of markets may be increased depending on results. Agency: Hicks & Greist Inc., N. Y.

POULTRY PRODUCERS of Central California (packer of Nulaid Eggs), launching three month campaign using TV and featuring consumer service and advice on use of Nulaid Eggs. Agency: Botsford, Constantine & Gardner, S. F.

VELVET TIP BOBBY PINS, N. Y., preparing radio spot campaign in 30 top markets beginning after first of year. Agency: Hershell Deutsch Agency, N. Y.

Network . . .

GREEN GIANT Co., Le Sueur, Minn., (Green Giant Peas, Niblets Corn), Oct. 30 starts sponsorship of *Edward R. Murrow News* on 11 Columbia Pacific stations in California, Oregon and Washington, Tues., Thurs., 5-5:15 p.m. (PST). Contract for 26 weeks. Agency: Leo Burnett & Co., Chicago.

MAIL POUCH TOBACCO Co., Wheeling, W. Va. (Kentucky Club Smoking Tobacco), beginning sponsorship of Sportscaster Al Helfer's five-minute broadcasts before and after each "Game of the Week," Saturdays over MBS, 2:50-2:55 p.m. Agency: Charles W. Hoyt Inc., N. Y.

JOHNS-MANVILLE, N. Y., will sponsor half-hour daytime program *Fair Meadows U.S.A.*, starting Nov. 4 on NBC-TV, Sun., 3-3:30 p.m. Agency: J. Walter Thompson Co., N. Y.

Agency Appointments . . .

ORCHIDS UNLIMITED, S. F. (marketers of imported orchid plants), appoints Richard N. Meltzer Adv., S. F., to handle advertising. Radio spots will be used nationally

WALTON BAKING Co., Toledo, Ohio, appoints Ruse & Urban Inc., Detroit, to handle advertising. Radio will be used.

SPERRY Div., of GENERAL MILLS, Minneapolis, appoints Dancer-Fitzgerald-McDougal, S. F., to handle advertising, effective Jan. 1.

McCORMICK & Co., Baltimore (Bee Brand Insecticides and Hy-Gro Plant Food), appoints Cecil & Presbrey Inc., N. Y., to handle advertising.

JOE BONOMO CULTURE INSTITUTE, N. Y., appoints R. T. O'Connell Co., N. Y., to handle radio and TV advertising.

OKLAHOMA CITY ASSN. of INSURANCE AGENTS, Oklahoma City, appoints Erwin, Wasey & Co., Oklahoma City, to handle advertising. Radio and TV will be used. NORMAN HALL is account executive.

ANATOLE ROBBINS Inc., L. A. (cosmetics), appoints Hutchinson-Hadlock Co., Hollywood, to handle national advertising. Spot radio-TV will be used.

Adpeople . . .

GEORGE T. LABODA, in charge of advertising research in market research department, Colgate-Palmolive-Peet Co., N. Y., appointed assistant to director of radio and TV for company.

HAROLD C. KAVALARIS, grocery products sales promotion department, Sperry Div. on West Coast, General Mills, appointed grocery products sales promotion manager for General Mills. RICHARD N. CONFOR, staff assistant, grocery products promotion department, succeeds Mr. Kavalaris.

ROBERT P. BRECKENRIDGE, director of advertising Gemex Corp., Union, N. J., to Harriet Hubbard Ayer Inc., N. Y. (toilet preparations), as advertising and sales promotion manager.

WJIM-WGFG

LANSING—KALAMAZOO—BATTLE CREEK

ADDED ATTRACTIONS

over the NBC network

BOB HOPE
GROUCHO MARX
FIBBER McGEE AND MOLLY
ALICE FAYE AND PHIL HARRIS
YOUR HIT PARADE
THE BIG STORY
THE BIG SHOW
HALLS OF IVY
MARIO LANZA
MARTIN KANE
ROY ROGERS

Now . . . the national spot advertiser gets the added audience created by the addition of these top-rated NBC programs.

WJIM - WGFG

LANSING — KALAMAZOO — BATTLE CREEK

NBC . . . ABC too

Adv.

the Needle!

the latest news of sales and program developments from the ASSOCIATED PROGRAM SERVICE

Tremendous size of retail businesses is highlighted by recently released list of nation's 100 leading retailers. Here are some leaders: Food Chains: A & P, with annual volume of $3,180,000,000, tops all retailers in every category . . . Safeway Stores show 1950 sales of $1,100,000,000 . . . other food leaders are Kroger—$860,000,000 . . . American Stores—$470,000,000.

Variety Chains: Woolworth—$632,000,000 . . . Kresge—$295,000,000 . . . Grant—$250,000,000. Mail Order: Sears—$2,561,000,000 . . . Montgomery Ward—$1,170,000,000 . . . Spiegel—$144,000,000.

Department Stores: J. C. Penney—$950,000,000 . . . Allied Stores—$440,000,000 . . . May Dept. Stores—$417,000,000 . . . Federated Stores—$389,000,000 . . . Macy's—$321,000,000 . . . Gimbel Bros.—$291,000,000 . . . Marshall Field—$223,000,000.

Despite this great volume, retailer profit margins on sales dropped considerably—from 3.0 to 2.4%. To radiomen this is a signal to redouble efforts in the large retailer field. Obviously the newspaper isn't solving the retailers' problem, and increasing space rates plus higher production costs are getting to be a real headache. Radio's low cost, easy preparation, broader coverage—all mean more today.

* * *

From far-away Trinidad, home of an APS subscriber, (Trinidad Broadcasting Co., Ltd.) comes this word: "You people at Associated are again way out ahead of the competition! We have just received the promotion material on the Christmas shopping jingles and its arrival couldn't have been more timely, since a number of clients have recently approached us with just this idea in mind."

* * *

These special libraries—priced from $19.50 to $47.50 have revolutionized transcription service. Dozens of these small units are en route to stations across the nation today and orders keep pouring in. One group of seven stations rushed order for seven Commercial Libraries, will be deep into uniform sales training project based on APS transcribed sales meetings within a few weeks. Two new special libraries are now available: CONCERT—a lavish one!—at $32.50 per month and NOVELTY (including hillbilly and band) at only $19.50. If you don't have details, search your desk for the blue APS folder with the red disc—or wire or telephone us today! You can save a cool $500 without missing a note of music—so why delay?

ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
PLaza 7-7710

open mike

Bulb Snatcher

EDITOR:

It occurred to us you might be interested in our experience with [names of advertising company and its manager deleted]. We accepted his tulip business in good faith on the promise of receiving a check for our one-hour rate in return for 12 five-minute broadcasts.

Not only did we have trouble getting the check that required several letters and telegrams, but, to date, a month after running the offer, it appears no one has received their tulips and we have received numerous complaints. We are extremely dissatisfied, and it is the last time we'll be doing business with [company name deleted] on any kind of a P.I. deal. . . .

Elmer Hanson
General Manager
KNOX Grand Forks, N. D.

[EDITOR'S NOTE: Names above are deleted on advice of counsel, but the editors have had similar reports about this company and its habits from other stations which, like Mr. Hanson's, agreed to take the business at reduced rates and wound up wishing they had stuck to the rate card and to responsible advertisers that will honor it.]

* * *

Disassociated

EDITOR:

In the [Oct. 15] issue of your excellent magazine, on page 5, under the column titled CLOSED CIRCUIT, there is an error made either by your reporter or by our good friend Harold Fellows at a recent district meeting. I refer to that paragraph that concerns Harold Fellows' plea that "Associated Music Publishers Inc. be not penalized because its owner Senator William Benton is author of legislation which would hobble etc., etc."

Since Aug. 1, 1947, Associated Music Publishers Inc. has been a wholly-owned subsidiary of Broadcast Music Inc. Senator Benton has no stock in the company whatsoever. Prior to Aug. 1, 1947, Senator Benton owned Muzak Corp. of which AMP was a subsidiary as also is Associated Program Service of which our good friend Maurice Mitchell is vice president and general manager. I think probably Harold intended to act in defense of Associated Program Service rather than AMP.

Since many of your broadcaster readers might be confused, you may feel it proper to print a correction in a subsequent issue of your magazine.

M. E. Tompkins, President
Associated Music Publishers Inc.
New York

Candid Camera

EDITOR:

The attached picture shows wha happened to a TV allocations ex pert between Aug. 27 and Oct. 2

I wonder what he'll look like b Nov. 12.

George C. Davis
Consulting Engineer
Washington, D. C.

[EDITOR'S NOTE: Picture was clippe from "Washington Daily News."]

* * *

Same Load for All

EDITOR:

Our TWX reported just a fe moment ago that because Congres had withdrawn all appropriation from the Armed Forces recruiting budget for network radio, the outstanding availability request fo Bill Stern was cancelled . . .

We feel that if, we, as taxpaying citizens, be restrained from charging for services rendered—and paid for by our taxed dollars—then other media, artists, agents poster producers and what have you, should also be restrained from charging for their services.

It is unfair to expect American radio to donate what is being charged for by other advertising producers and media. . . . Our plea is for united sharing of this responsibility on a "free" basis or else the establishment once and for all of a standardized commercial procedure for handling this advertising.

Eugene D. Hill
General & Commercial Manager
WORZ Orlando, Fla.

[EDITOR'S NOTE: Not just radio bu all media were affected by deletion o entire budget for recruiting advertising. Fact remains, however, that inequalities in media contributions t government campaigns do exist and Congress is not generally aware of the the extent of broadcasting's generosities.]

pictures, programs, and people

Picture quality isn't the only loss network television programs suffer when they're shown as kinescope recordings. They also lose viewers—and in huge numbers. For example:

In the first quarter of 1951, nine network TV programs which were consistently among the "top ten" in New York where they were seen "live," were also shown in Los Angeles—also a 7-station market. But what Los Angeles saw were kinescope recordings. And the *kinescope ratings averaged 63% lower!*

Whatever the reason for this drastic rating loss: the inferior picture quality of kinescope recordings, or local viewing preferences, or a combination of both—*you can avoid it with Spot Program television advertising.*

With Spot Program television, you can get the better picture quality of film, or of "live" programs which cater to local preferences. Plus other advantages: Complete freedom in selecting markets—no "must" stations, or minimum group requirements in *Spot Program* advertising; wider choice of stations in the markets you want.

All these extras—at no extra cost. For Spot rates are generally lower than network rates for the same time period, on the same station. Enough lower to pay for the extra film prints required, their handling, distribution and other costs.

If you're interested in reaching people, through pictures—and at a profit, you'll be interested in the *Spot Program* story. You can get it from any Katz representative. It shows, very clearly, that . . .

You can do better with Spot. Much better.

"Live" vs. Kinescope Ratings

Network Programs	"Live" (New York)	Kinescope (Los Angeles)
Texaco Star Theatre	47.7	22.9
Your Show of Shows	37.8	8.6
Comedy Hour	36.7	18.1
Philco TV Playhouse	35.5	7.5
Godfrey's Talent Scouts	34.3	10.1
The Goldbergs	33.7	12.2
Studio One	33.7	12.8
Toast of the Town	30.8	14.7
Godfrey & His Friends	26.2	11.2
Average	35.2	13.1

Source: Telepulse, Jan.-Mar. 1951 averages.

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

Richard Harkness

"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC — or National Spot Sales.

MONDAY THRU FRIDAY
11:15-11:30 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

RADIOMEN stepped behind footlights to tell more than 2,000 milkmen how their money was being spent in radio and television advertising.

Of the more than 26,000 members of the Dairymen's League Cooperative Assn., 2,000 were delegates to the association's 32d annual meeting, held in Syracuse Oct. 10-11.

Barlow Adv. Agency, Syracuse, wanted to explain to the delegates the scope of the association's radio and TV advertising. A stage show was decided upon as the best vehicle.

The presentation was written, directed and produced by Bud Stapleton, Barlow TV and radio director, under the supervision of George Lee. association publicity director, and J. J. Hines, Barlow copy chief.

With Jim Deline of WSYR Syracuse as m.c., the fast-paced show gave delegates a brief look and listen to the air talent who daily sell their products to hundreds of thousands of consumers.

Others who took part in the stage show included Clinton Buehlman and Ed Dinsmore, WBEN Buffalo; Jack Ogilvey, WJTN Jamestown; Jack Eno, WEBR Buffalo; Ann Rogers, WHAM-TV Rochester; Don Jones, WARC Rochester; Ray Owens, WFBL Syracuse; Joe Cummiskey, WAGE Syracuse; Norm Maservey and John Latone, WOLF Syracuse, and John Kuhn, WKIP Poughkeepsie.

Part of the huge (30' x 40') map of "Dairylea Land," showing several of the major markets. Map was painted as backdrop of stage presentation.

* * *

Some 21 radio and TV stations in New York and Pennsylvania carry the bulk of League advertising. They are WAZL Hazleton, Pa., and these New York stations, WBEN WAGE WARC WFBL WKIP WEBR WJTN WHAM-AM-TV WOLF WSYR-AM-TV and WELM Elmira, WVOS Liberty, WKPV Utica, WMBO Auburn, WTRY Troy, WALL Middletown, WNDR Syracuse, WEOK Poughkeepsie, WWOL Buffalo and WHEN-TV Syracuse.

strictly business

ROBERT J. ROTH Jr.

FROM violinist and band vocalist to hat advertiser—with a tenure of broadcasting and agency experience thrown in for good measure—that's the capsule history of Robert J. Roth Jr.

Now advertising and promotions director for Resistol Hats Inc., Garland, Tex., Mr. Roth ran the gamut of jobs from A to Z after a musical beginning that foreshadowed no indication of success in this foreign field.

At one time or another, he played violin, sang with dance bands, sold stocks, bonds and insurance, announced and produced radio shows and launched his own radio advertising agency. All this, plus an enviable record in the U. S. Air Force.

This versatility may be entirely foreign to Mr. Roth's role in projecting Resistol as one of the more successful hat companies. At that time, as he so aptly puts it, "I got ahead rapidly but in the wrong direction."

In fact, it was not until 1940

(Continued on page 94)

IF YOU'RE INTERESTED IN SALES...

In Advertising — The Sale Is The Pay off. In Radio, The Sale Is Made When The RIGHT PEOPLE Hear The RIGHT MESSAGE

In Milwaukee — WISN's Better Network (CBS) And Local Programming Provides The RIGHT PEOPLE For YOUR RIGHT MESSAGE. This Means SALES!

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

17 OUT OF 18 PREFER WDAY, FARGO!

Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION — A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than *all other stations combined*!*

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts today, including availabilities.

**Despite the fact that the other three major networks maintain local studios!*

WDAY • **NBC** • **970 KILOCYCLES** • **5000 WATTS**

FREE & PETERS, Inc., Exclusive National Representatives

You Can Cover the Rich Central New York Market

with *One* **Radio Station**

BMB Nighttime Audience Families

WSYR—214,960

Station A—164,720

Station B—148,340

Station C—76,920

Station D—68,970

WSYR SYRACUSE

570 KC

WSYR—AM-FM-TV—The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

In the Public Interest

Blood Bank Efforts
By KNX, KLRA, KNUZ WMMN

TO BRING public attention to the desperate need for whole blood for the wounded in Korea, KNX Hollywood is broadcasting exclusive tape reports of interviews with doctors, nurses and wounded men themselves. Used on regular KNX programs and newscasts, reports are flown from Korea. Supplementing the tape are a concentrated series of spot announcements urging Los Angeles citizens to give blood. Bill Whitley, KNX director of public affairs, is coordinator of the campaign in cooperation with the armed forces.

* * *

PRESSING its program department into speedy action, KLRA Little Rock, Ark., helped the American Red Cross put over its blood drive with a special half-hour program Oct. 21. Dr. Ross McIntyre, former Surgeon General of the Navy and personal physician to the late President Franklin Roosevelt, was featured on the show, speaking by telephone recording from Washington. Object was to aid Little Rock and Pulaski County in reaching their blood quotas for military needs. Mark Weaver, KLRA news director, was narrator.

* * *

KNUZ Houston's Paul "Buzz" Berlin, popular Houston disc jockey, started broadcasting at midnight, Oct. 4 and was on the air continuously for 18¼-hours on behalf of the blood donor drive in that Texas city. Mr. Berlin obtained 1,760 pledges.

* * *

WMMN Fairmont, W. Va., has pledged 100% to contribute a pint of blood for every member of the organization. Some staffers donated in August, some this month and others have scheduled late visits. To dramatize the routine of donating a pint of blood, Bob Frazier, disc jockey and staff announcer, on Oct. 10 did a running commentary while making a donation in the Red Cross drive. His description was aired Oct. 16 and brought an enthusiastic response.

* * *

Armed Forces Show

KING-TV Seattle, according to Armed Forces information men, has done an exemplary job on behalf of the Armed Forces of that area, and particularly for donating a half-hour each Saturday night for an all-service show, *March On.* The program is a 100% military enterprise and the talent used is from the Armed Forces, including band and chorus. Each week a different service is saluted.

* * *

Freedom Crusade

WTWN St. Johnsbury, Vt., came up with a novel idea to raise money for the "Crusade for Freedom" campaign. Station staffmen met newspapermen on *The Caledonian Record* in a basketball match. Some $250 was realized although St. Johnsbury had been assigned a quota of only $150. WTWN also devoted time to spot announcements and interviews with "Crusade" officials.

* * *

Youth Project

PROJECT in which youngsters are to be offered a practical course in radio programming and production has been launched by WAVZ New Haven, Conn., in conjunction with the local YWCA. Station has arranged spot announcement schedule to promote *YWCA Radio Workshop*, which will comprise actual studio work under supervision of Dick Barrett, WAVZ program director. Topics include continuity writing, program building, production balance, announcing, news editing, and disc jockey technique.

* * *

Freedom Marathon

WRIB Providence, R. I., foreign-language station, received 1,220 telephone pledges during an 8¼-hour Italian language marathon on behalf of the Crusade for Freedom. Altogether, $1,500 was pledged and $1,400 has been received in cash. Nicholas Ruggieri, WRIB general manager, said that contributions ranged from ten cents to $25. Listeners made contributions in exchange for hearing their favorite Italian records.

* * *

Promoting Brotherhood

KNBC San Francisco is enthusiastic over a new 15-minute weekly series, *Operation Brotherhood*, which publicizes accomplishments of the National Conference of Christians and Jews. Organization's aim is to combat prejudice and promote brotherhood. Several movie stars have recorded brief narrations dramatizing work of the Conference.

On All Accounts

(Continued from page 10)

Knollwood in suburban Lake Forest.

She has the record of buying Dave Garroway as a "single" for the first time. After taking the Dale Dance Studios account to the Duffy agency, and later to Burton Browne, she worked as its account executive. Struggling during the war to fill five studios in the Chicago area with customers, she hired Mr. Garroway and the *1106 Club* on WMAQ to help encourage women patrons without available men because of the manpower shortage.

One of the few women agency executives in the Midwest, Miss Tyroler believes working in a medium-sized agency without over-specialization is her professional answer, and also one for other young women seeking a responsible niche in the industry.

MORE... COSTS LESS... TODAY!

It costs 23% *less* today to reach each thousand homes through WGAR than ten years ago.

In 1941, WGAR's average quarter-hour evening rate (52-time basis) was $119. In 1951, the cost is $190. But . . .

. . . **WGAR** with 50,000 watts has increased its coverage 268% in the past ten years.

. . . **WGAR** now is Cleveland's most listened-to station based on recent Hooper reports.

. . . **WGAR's** cost per thousand evening homes in 1941 was $3.07. Today, that cost has gone down to $2.35 per thousand.

. . . **WGAR's** lower cost per thousand listeners does not take into account the changing value of the dollar, nor its tremendous auto audience listening 411,708 half-hours daily.

Dollar for dollar, WGAR is your best buy.

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

WGAR *Cleveland*
50,000 WATTS . . . **CBS**

RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM

Represented Nationally by
Edward Petry & Company

WBAP-TV

RCA EQUIPPED

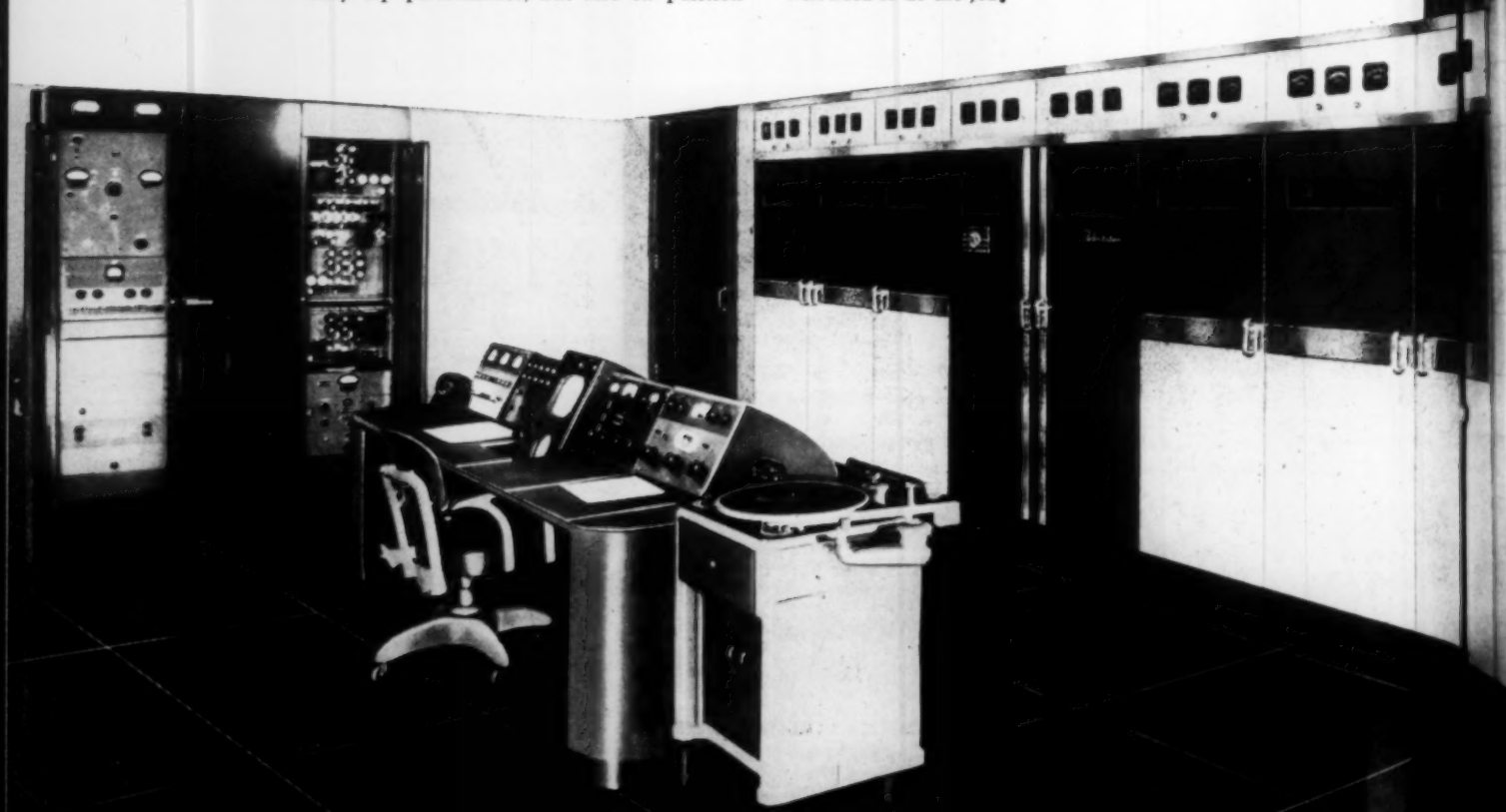
The Fort Worth Star-Telegram Station

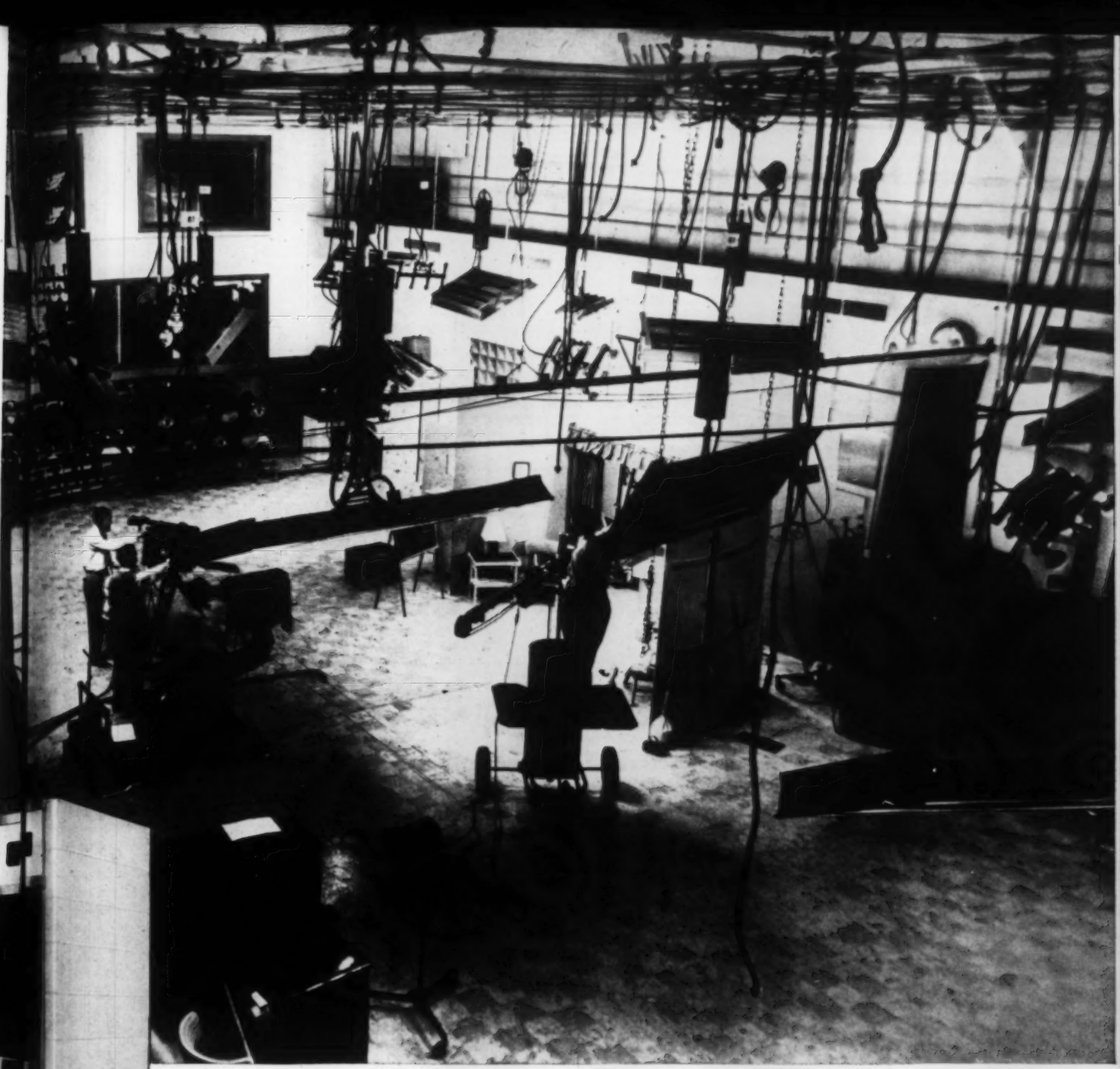
WBAP-TV's PLANT is one of the largest and finest in the country. Its facilities are unmatched in its area. The pioneer station in the Southwest—in TV as in AM—WBAP has established an enviable reputation for leadership in programming, production, and prestige.

The Star-Telegram backs its No. 1 position by using the very best of equipment throughout its whole plant. Like other leaders in TV, it has found that by doing so it ensures, not only top performance, but also its position of prestige with advertisers and the public.

Naturally we are proud that for more than fifteen years the Fort Worth Star-Telegram has used RCA equipment almost exclusively—not only in its TV operations, but also in its AM, and FM stations.

When YOU plan TV... or add facilities to your present station ... follow the choice of America's leading stations. Go RCA! Your Sales Representative can show you *exactly* what you will need to do the job.





Transmitter room — complete with RCA control console, antenna diplexer, side-band filter, dummy load, and a 5-kw TV transmitter Type TT-5A.

Big enough to march a circus through it, WBAP-TV's studio No. 1 has housed elephants, trucks, fire engines, the famous Budweiser horse-and-wagon team, sailboats, and air gliders. WBAP-TV shoots big events—direct! Studio One is RCA-equipped with cameras, microphones, dollies, booms, mounts—lighting system!

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

SHREVEPORT HOOPERS

March-April*

8:00 A. M. to 12:00 Noon

12 Noon to 6:00 P. M.

6:00 P. M. to 10:00 P. M.

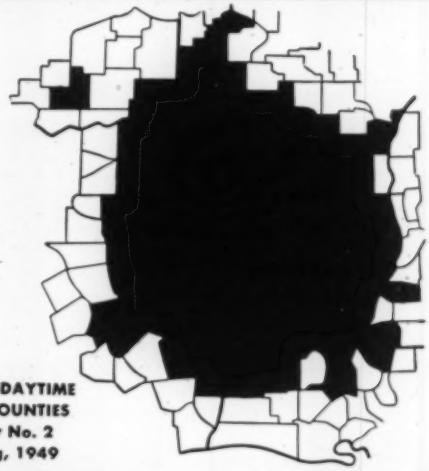
IT'S EASY, WHEN YOU KNOW HOW!

	8 a. m. - 12 noon Mon. thru Fri.		12 noon - 6 p. m. Mon. thru Fri.		6 p. m. - 10 p. m. Sun. thru Sat.	
	KWKH	"B"	KWKH	"B"	KWKH	"B"
MARCH-APRIL 1949	39.6	23.3	31.7	29.7	42.5	28.9
MARCH-APRIL 1950	44.6	25.2	41.6	26.8	46.4	25.5
MARCH-APRIL* 1951	51.8	20.1	45.3	21.3	46.1	28.6

THE chart above shows KWKH's fanciest and latest Hoopers—March-April, '51—as well as those for the corresponding months of 1950 and 1949. Notice the big KWKH increases in five of the six "comparison" columns. In 1949 we were a solid first—Morning, Afternoon and Evening. In 1951 we tremendously *increased* our first-place Share of Audience over 1949—*up 30.8% in the Morning, 42.9% in the Afternoon, 8.5% in the Evening!*

KWKH does the same kind of bang-up job in its tri-State rural areas, too. BMB Report No. 2 credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. *227,701 — or 75% — are "average daily listeners" to KWKH!*

Get the whole KWKH story, *today*. Write direct or ask The Branham Company.



KWKH DAYTIME BMB COUNTIES
Study No. 2
Spring, 1949

KWKH

SHREVEPORT LOUISIANA Texas Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

50,000 Watts · CBS ·

* *Latest available at press time*

BROADCASTING
TELECASTING

Vol. 41, No. 18 WASHINGTON, D. C., OCTOBER 29, 1951 $7.00 A YEAR—25c A COPY

DEFENSE PINCHES RADIO-TV

But Color Research Goes On

FOR THE first time since the outset of the huge U.S. rearmament program, and indeed since the end of World War II, broadcasting last week was struck with the impact of defense production on such a scale as to create industry-wide concern.

The near-autonomous power which the Office of Defense Mobilization exerts over the U.S. economy (and over other divisions of the government) was brought home directly to broadcasters and radio-TV manufacturers alike in a series of actions and meetings. Some observers felt that the situation now called for a reconstitution of a high-level coordinating body like the World War II War Communications Board, composed of members of the FCC, the military and mobilization agencies, to handle broadcasting problems on a multi- rather than unilateral basis.

At a top-level conference of TV manufacturers called by Defense Mobilizer Charles E. Wilson:

● The ban on all color television manufacturing [B•T, Oct. 22] was affirmed by ODM, although critics in industry and Congress had questioned its usefulness in saving critical materials.

● But ODM will let research in color TV continue.

At a meeting between Mr. Wilson and FCC Chairman Wayne Coy (who sought the audience at the behest of a Commission that had been surprised by the crackdown on color production). Mr. Wilson reportedly gave assurances that:

● ODM did not plan similar actions against the maintenance or improvement of radio facilities.

● The color ban had nothing to do with UHF development, TV freeze ending, establishment of TV stations in new markets or of new stations in markets where TV already exists.

At a meeting of FCC staffers and officials of the National Production Authority, a division of the Office of Defense Mobilization, NPA gave the FCC the same assurances that Mr. Wilson later gave the Commission chairman.

Later the NPA announced a change in classification of radio and TV broadcasting from "commercial" to "industrial," a measure which enables broadcasters to use much bigger quantities of controlled materials without specific NPA authorization (see story page 29). The quantities are not enough, however, to permit more than the most modest new construction.

The NPA officials told the FCC staff members that NPA would continue to follow its policy of approving AM, FM or TV station construction only if (1) it is a new service for a community not now having such service, or (2) it is to improve service for communities whose population growth or mobilization-boom status warranted improvement.

Relatively Brief Session

In a surprisingly select 90-minute meeting with high level radio-TV manufacturing executives in Washington last Thursday, Mr. Wilson got them to agree to hold off "mass production" of color TV sets.

No secret is it that he didn't have to twist any one's arm.

Without any request, the Defense Mobilizer also told the assembled manufacturers that they could go ahead with color research.

In his statement two weeks ago Mr. Wilson said the meeting was being called to discuss the "desirability of suspending all further development of color television in order to free highly skilled electronics engineers for important military projects."

Industry men had been prepared to show Mr. Wilson that (1) color research was a military project and (2) only an insignificant number of electronics engineers was engaged in that work.

Change in classification from commercial to industrial category, made by NPA last week puts broadcasters on a par with newspapers and other printed media. It permits use of these quantities of controlled materials without need for NPA authorization:

Steel—up to 25 tons, instead of two tons allowed under previous classification.

Copper—up to 2,000 pounds, instead of 200 pounds.

Aluminum—up to 1,000 pounds, instead of none.

Liberalized quotas for broadcasters don't mean that materials will be available automatically.

Broadcasters who now want to build modestly, or remodel on a small scale, will have to hunt for the materials on the open market.

Inferences drawn from Mr. Wilson's action shutting off color TV set production and implying that color research would also be consigned to limbo had FCC in a swivet during last week.

Commission had not been advised nor consulted before Mr. Wilson's release of his letter to CBS President Frank Stanton.

Coordination between the FCC and the defense and military agencies has been on a limited scale.

Commission has a coordinating committee of staff members which has been working with defense and military agencies.

But it has been working practically on an unofficial basis.

For some time the Commission has been urged by influential broadcast spokesmen to set up a coordinating agency akin to World War II's War Communications Board.

In the defense days prior to Pearl Harbor, President Roosevelt established the Defense Communications Board—comprising representatives of the FCC, the military

(Continued on page 24)

HOLIDAY PLANS

Clients Eye Big Time Buys

CURRENT signs indicate that the coming holiday season on radio and television will be among the most lucrative in history, with time sales expected markedly to eclipse those of last year.

Spots, participations and networks all figure importantly in current plans of clients, many of whom are still in the midst of preparing station lists.

Manufacturers of Christmas tree ornaments, wrappings and toys, are investing heavily in announcements and participation shows. Makers of special gift type products and regular network users with products of Christmas appeal are currently planning holiday formats and setting up time on the networks for special selling.

The spot schedules are being placed in most radio markets across the country on a direct-selling basis, with the manufacturer placing the radio time at card rates on each station—not on P. I. basis. Early November is the starting date for practically all of these campaigns.

Ra-Bar Plastics, New York, will be spending about $100,000 in radio and television to promote its plastic Christmas tree ornaments. The campaign starts Nov. 1 through Dorland Inc., New York. It will be placed in practically every market on a direct-to-the consumer basis.

The Christmas Wrapping Corp., New York, has set aside approximately $75,000 for its spot and participation program in more than 100 radio markets. The firm is promoting its wrapping for one dollar, with the schedule extending from Nov. 1 through Christmas week. Arthur Rosenberg, New York, is the agency.

Giant Baloons (Save-By-Mail) New York, a perennial radio user, is launching this season's campaign today (Monday) in more than 100 radio markets, also using spots and participation shows. The budget for the campaign is understood to be about $50,000. Dowd, Redfield & Johnstone, New York, is the agency.

American Christmas Decoration, New York (makers of house decorations and tree ornaments), is spending approximately $75,000 in its radio campaign. The firm is promoting a package to sell for $1.00 in about 100 markets, starting Nov. 1.

Huber Hogue & Son, New York agency, is understood to be planning a radio spot campaign for a manufacturer of toy pianos.

Hamilton Watch Co., Lancaster, Pa., will place its famous five-minute film series, *To Peg and To Jim*, in about 52 markets, twice a week for four weeks, starting on Nov. 19. This is the third successive year that Hamilton has used such a TV series. BBDO, New York, is currently preparing the list of stations to carry the film.

Longines-Wittnauer Watch Co., New York, will sponsor a musical *Thanksgiving Day Festival* on CBS-TV, Thursday, Nov. 22, from

(Continued on page 28)

Mr. Balaban, Paramount; Mr. Wilson, ODM

Mr. Folsom, RCA; Gen. Sarnoff, RCA

Mr. Abrams, Emerson; Dr. Baker, GE

* * *

Defense Pinches

(Continued from page 23)

services and the mobilization agencies. It acted in an advisory capacity.

Within a week after Pearl Harbor, that board was given complete authority over all U. S. communications, with the new name of War Communications Board.

That some more close-knit coordination between the FCC and the defense and military establishments is necessary seems to be a foregone conclusion.

Blushes on the faces of FCC officials at their lack of knowledge of Mr. Wilson's "iron curtain" on color set production attests to that.

But the Commission cannot be held entirely to blame.

Its contact is with NPA—and even that operating arm of Mr. Wilson's ODM didn't know the color TV clampdown was coming.

Manufacturers were convinced the whole thing was a plot to "take CBS off the hook," to freeze National Television System Committee and RCA color development work.

RCA just finished public showings of its compatible color system in New York and Washington, and won plaudits of viewers for its fine performance [B•T, Oct. 15].

NTSC was on the last few months of field tests, preparatory to asking the FCC to authorize the all-industry, composite color system.

* * *

Blunt Dr. Allen B. DuMont expressed what was being privately spoken by his colleagues in the manufacturing industry. In a telegram to Mobilizer Wilson the day after publication of the Wilson-Stanton correspondence, he said:

If you are acting on advice of metals section, your action to halt color research and production of receivers for an incompatible color television system is open to serious question as to real necessity or worthwhile accomplishments.

Action is also open to question as a defense move.

If action had been taken by Federal Communications Commission, rather than the Defense Mobilizer, to withdraw its approval of the system it could have been classified as a defense of the public not subject to challenge.

The public already has shown its lack of interest in purchasing mechanical and incompatible color receivers. Hence there is sound basis for the conclusion that the market would not support continued production even without such action. The amount of critical materials to be saved, therefore, is infinitesimally small and only a fraction of a percentage point of the amount used by the television industry.

Since the public has not accepted the color system involved the reasons for Columbia's ready acceptance of the government action are very obvious. It lets them off the hook. They are released from costly commitments and the embarrassment of sponsorship of a system the public will not accept.

The Federal Communications Commission now should open the doors to consideration of a fully electronic and compatible system for approval at the proper time.

The proposal that all research on color television should be stopped is clearly against national policy, and the public interest. It is inconceivable that any high official of our government would give serious consideration to halting any type of research in the field of electronics or any other important defense industry.

Research in color television is an important part of the military program. It already has made contributions to defense preparations and unquestionably will make more. In fact, by the very nature of research in any field, freedom to carry it on to wherever it might lead is essential.

America has great industrial and military strength today because we have had the freedom to explore, experiment, and engage in extensive research.

It would be most un-American to place restrictions on any research at this stage for the sake of retaining a competitive position for any company.

That feeling didn't seem to subside even after the meeting with Mr. Wilson.

Senator Edwin C. Johnson (D-Colo.), chairman of the powerful Senate Interstate & Foreign Commerce Committee, and personally active in the color TV deliberations, told BROADCASTING • TELECASTING after the meeting that "it occurs to me that it [the order] is a phoney."

Sees No Justification

There does not seem to be any justification for the Wilson action shutting down color TV production, he said.

Fearing that last week's action might lead to a general freeze on all TV, since the same materials go into the production of color TV sets and black and white sets, the Senator added:

"I don't think any of it [Wilson's action] is logical. I believe that there must be a continuance of some TV developmental work. If manufacturing of all TV sets is stopped, it would be a major disaster."

Genesis of Mr. Wilson's action stopping color set production apparently stemmed from CBS appeal for more material in order to produce 250,000 color sets and slave units in 1952.

NPA denied the CBS request some months ago and an appeal was scheduled to be heard last Tuesday [B•T, Oct. 22].

This, of course, was postponed following CBS's acquiescence to Mr. Wilson's request last week.

Conversations between Mr. Wilson and highest CBS officials regarding the possible outcome of the appeal led to the Defense Mobilizer's Oct. 19 action.

Generally accepted version is that Mr. Wilson figuratively threw up his hands when he realized that 250,000 fractional horsepower motors were involved.

Fractional horsepower motors, with essential copper needed to make them operative, are in tight supply now—just as they were during the last war.

Among most radio-TV manufacturers, reasons for shutdown on color set production elicits general scoffing.

Most echo Dr. DuMont's dubiousness about the material savings involved and express doubts that CBS could have made 250,000 color sets in 1952.

Members of Radio-Television Manufacturers Assn. TV committee met in Washington the day before the meeting with Mr. Wilson. Their consensus was that (1) halting of color TV set production would save negligible amount of material, and (2) the number of engineers engaged in color research amounted to from 4 to 8% of those

(Continued on page 36)

* * *

Mr. Graver, Admiral; Mr. Galvin, Motorola; Dr. DuMont, DuMont

Mr. Stanton, CBS

Mr. Plummer, FCC; Mr. Allen, FCC

STATION SHIFTS

Pend on Representatives

A SERIES of shifts and impending shifts in station representation were announced or in prospect in radio-TV circles last week.

While a number of appointments and company expansions among other firms were formally announced, much of the week's speculation centered around the expected, but as yet officially unannounced, return to active station representation by Henry I. Christal, former treasurer and partner of Edward Petry & Co. He still is a minority stockholder in the pioneer representation organization.

Edward Petry, president of the firm, advised a group of client stations in Chicago on Oct. 18 that, in accordance with contractual provisions, the following entities had notified him of intention to cancel at the contract expiration dates: WHAS Louisville, WDAF Kansas City and WTMJ Milwaukee.

May Take Months

It was pointed out by observers that announcement of intention not to renew contracts does not necessarily mean termination of representation. By mutual agreement, renewals may be evolved between time of notice and time of contract expiration date. This period often covers many months.

If these changes do occur, it is logically expected that other changes in representation will develop in the markets affected, as contracts expire.

Mr. Christal, who left the Petry organization earlier this year, has made no formal statements about his plans. It is generally conceded he intends to re-enter the representation field. He owns 44% of the voting stock and 25-⅓% of the dividend-paying stock of the Petry firm, which was founded in 1932.

Mr. Petry meanwhile on Thursday sent telegrams to his clients informing them that three other stations—WBEN Buffalo, KFH Wichita and KFI Los Angeles—have advised him that they have not signed with Mr. Christal for representation currently handled by the Petry company.

The telegram stated:

Re current "Variety" article on page 35. I have contacted the top echelon of radio stations WBEN Buffalo, KFI Los Angeles and KFH Wichita and each one has advised me that they have not signed with Christal as "Variety" reports. Each of these stations knows of this wire being sent to you. Also contrary to "Variety's" report we have a long-term written contract to represent KFI Los Angeles. Also contrary to "Variety's" report Christal personally owns but twenty-five and one-third of dividend paying stock of Petry Company and at no time did he ever own more than thirty-three and one-third %. I have previously advised you as well as our entire personnel of our future relationship with stations WDAF, WHAS and WTMJ.

Meanwhile, other developments on the station representation front included the following:

From Dallas last Friday, O. L. (Ted) Taylor, president of the Taylor Co., told BROADCASTING • TELECASTING that Irvin Gross, market research consultant with his company, would leave Nov. 15 to join the new Christal organization in an executive capacity. This, he said, was consistent with an understanding he originally had with Mr. Gross, when he joined the Taylor Co.

Lloyd George Venard, vice president and eastern sales manager, will continue to direct the activities of the New York office, Mr. Taylor asserted, and the sales and executive organization remains intact. He so notified the stations' clients last Friday.

Negotiations looking toward merger of Ra-Tel Representatives Inc., New York, with other station representation interests [CLOSED CIRCUIT, Oct. 22] were still in progress.

Meeker on West Coast

President Robert Meeker, of Robert Meeker Assoc., announced plans to open a new West Coast office in San Francisco's Russ Bldg., effective Nov. 1. Don Pontius, Chicago manager for the Meeker organization, will head the West Coast office, and Carlton F-J Jewett, for four years manager of the Chicago office of Everett-McKinney Inc., was named to succeed Mr. Pontius as Meeker head in Chicago .

WGAN Portland and WGUY-AM-FM Bangor, Me., named Avery-Knodel Inc. as national representative, effective Nov. 1. C. E. Gatchell, general manager of Guy Gannett Broadcasting Services, licensee, said Richard E. Bates, national sales manager for the Gannett system, and Samuel C. Henderson, manager of WGUY-AM-FM, will handle spot clearances for the stations.

WERC Erie, Pa., appointed Avery-Knodel as its representative, effective Nov. 1.

The Katz Agency Inc., station reperesentative, announced that Robert H. Salk and Bernard H. Pelzer Jr. will join the television sales staff of its New York office effective today (Monday). Mr. Salk, who will specialize in TV program development, returns to Katz after a CBS Radio Network sales assignment. He previously pioneered TV sales in the Chicago office of the Katz firm, after having been president of Audience Surveys Inc.

Mr. Pelzer has been a television account executive with NBC and previously was an advertising agency consultant. He headed his own radio production agency and also served in the radio departments of John H. Owen Co. and Benton & Bowles.

Appointment of G. P. Fitzpatrick, former sales promotion manager for Falstaff Brewing Corp., St. Louis, as head of the radio sales promotion and research department of Free & Peters was announced by President H. Preston Peters. Named to succeed Joseph C. Amaturo, who has joined Music Corp. of America, Mr. Fitzpatrick will handle sales promotion activities for the 33 radio stations represented by Free & Peters.

In connection with the opening

(Continued on page 71)

WHAS-AM-TV Changes

HENRY I. CHRISTAL will represent WHAS Louisville as of the end of business on March 21, 1952, Victor A. Sholis, WHAS vice president and director, announced Friday. Harrington, Righter & Parsons will begin representation of WHAS-TV at the same time, he stated.

JACKSON NAMED

To ABC Radio Sales Post

LOWELL JACKSON, veteran of 20 years in radio and most recently part owner of Dawson & Jackson, radio packagers, has been appointed sales manager of the ABC Radio Network's Central Division, the department he has been associated with since late summer.

ABC officials also announced Wednesday the separation of the station clearance department into radio and television units, both to be under the supervision of Alfred R. Beckman, director of operations for sales and station traffic. Don Buck has been named manager of TV station clearance and Stewart Barthelmess, manager of radio station clearance.

Larry Robertson, radio director formerly assigned to the *Louella Parsons Show*, has been transferred as a director at ABC's Television Center, Hollywood. Among his new assignments will be the *Korla Pandit Show*, Monday through Friday.

P & G TIME GROSS

Leads Networks in Aug.

PROCTER & GAMBLE Co. expenditures for time on the nationwide radio networks (at gross rates) during August totaled $1,139,974 to keep this advertiser at the top of the network client list, as compiled by Publishers Information Bureau.

P & G held this position even during July when its total network time purchases dropped below the million dollar mark.

The same advertisers comprised the top ten list (Table I) of network timebuyers in August as in July, with some changes in order, however [B•T, Oct. 1]. Table II lists the leading advertiser (network time purchaser) in each class of advertised product.

Product group analysis (Table III, page 38), shows foods first as most advertised goods on network radio, accounting alone for nearly 25% of the total expenditures of all types of advertising on the networks during August. Toiletries ranked second, drugs third, smoking materials fourth and laundry soaps and cleansers fifth, followed by confections and soft drinks, gasoline and oil, beer, miscellaneous (including religious, labor and pet food advertising), and radios and TV sets, in that order. The

(Continued on page 38)

TABLE I

TOP 10 RADIO NETWORK ADVERTISERS FOR AUGUST 1951

1.	Procter & Gamble Co.	$1,139,974
2.	Miles Labs Inc.	618,677
3.	General Mills Inc.	483,185
4.	American Home Products Corp.	435,635
5.	Lever Brothers Co.	382,047
6.	Sterling Drug Inc.	374,423
7.	Liggett & Myers Tobacco Co.	370,202
8.	William Wrigley Jr. Co.	341,988
9.	Schenley Industries Inc.	341,430
10.	Philip Morris & Co.	327,440

TABLE II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUP FOR AUGUST 1951

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$30,429	Household Furnishings	Armstrong Cork Co.	33,136
Apparel, Footwear & Acces.	Brown Shoe Company	10,534	Industrial Materials	U. S. Steel Corp.	96,480
Automotive, Autom. Acces. & Equip.	Chrysler Corp.—DeSoto Div.	76,129	Insurance	Prudential Insurance Co. of America	111,533
Aviation, Avia'n Acces. & Equip.	.....	.....	Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	60,412
Beer, Wine & Liquor	Schenley Industries Inc. (Blatz Brewing Co.)	341,430	Office Equip., Stationery & Writing Supp.	.....	.....
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	112,072	Political	.....	.....
Confectionery & Soft Drinks	William Wrigley Jr. Co.	341,988	Publishing & Media	First Church of Christ Scientist	8,040
Consumer Services	A. T. & T. (Bell Tel. System)	60,685	Radios, TV Sets, Phonographs, Musical Instruments & Acces.	RCA	227,910
Drugs & Remedies	Miles Labs Inc.	618,677	Retail Stores & Direct By Mail	Dr. Hiss Shoes Inc.	947
Entertainment & Amusements	.....	.....	Smoking Materials	Liggett & Myers Tobacco Co.	370,202
Food & Food Products	General Mills Inc.	483,185	Soaps, Cleansers & Polishes	Procter & Gamble Co.	744,165
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	107,164	Sporting Goods & Toys	.....	.....
Horticulture	.....	.....	Toiletries & Toilet Goods	Procter & Gamble Co.	280,632
Household Equip. & Supplies	Philco Corp.	142,732	Transportation, Hotels & Resorts	Assn. of American Railroads	60,894
			Miscellaneous	American Fed. of Labor	104,075

Source: Publishers Information Bureau.

STANDARD MEDIA VALUES Urged by Brockway in Chicago

THERE is "not one really authenticated fact" about the actual effect of television on media values, Louis N. Brockway, executive vice president of Young & Rubicam, New York, and board chairman of the American Assn. of Advertising Agencies, told Audit Bureau of Circulations members in Chicago Thursday. The group met for its 37th annual session at the Congress Hotel.

Mr. Brockway asks (1) standardization of audience measurements (2) development of full information on composition of media audiences, and (3) definition and measurement of advertising attention. He charged "The lack of a common denominator for all media, which continues in spite of everything agencies and advertisers have been able to do. It is particularly serious at this time because the advertiser is increasingly pressed for media comparisons, especially of magazines and newspapers with television."

Television, he said, "has shouldered its way into a major position in our thinking, changed the recreation habits of people, offered new devices of appeal to people's taste and demanded its share of the advertiser's dollar."

Lack of Knowledge

Charging advertisers do not know as much about the TV audience as that for radio because the situation is changing "much too rapidly for tools we now have," Mr. Brockway said radio circulation is "undoubtedly decreasing" and television "certainly increasing."

He "suspects" television "is taking evening attention away from radio and reducing reading time of periodicals in the home," but "we have no basis to judge the extent of the intrusion except for information we unearth individually."

Charging that half-truths and mistruths are likely to be accepted as long as true answers are not available, Mr. Brockway cited three needs—(1) a technique for defining and measuring the real audience value of all media on a common basis, whether it is called audience, circulation or readership—(2) a practical method of applying this technique through accepted research channels, and (3) a cooperation of all media, advertisers and agencies in supporting and using the results of this research.

In his opinion, research too often "speaks with double tongues or is all things to all men. Much of it is completely cynical and therefore a disservice to advertising, much is too incomplete and insufficiently defined to be used with confidence."

The presence of a radio or TV set in the home cannot be compared with a copy of a publication, as "circulation in one medium is not the same as circulation in another," Mr. Brockway claimed. "Most of our research efforts in recent years have been to resolve sets and copies into something common to all media, into families or people."

Claiming "we have not made too much headway", he said Broadcast Measurement Bureau" made a beginning toward establishing radio circulations, but because its studies were not recurring and continuing they failed to give us sufficiently up-to-date information."

C. D. Jackson, president of the National Committee for a Free Europe on leave as publisher of *Fortune* magazine, described work being done by Radio Free Europe.

Drawn for BROADCASTING • TELECASTING by Sid Hix
"But baby, it's cold outside!"

RADIO, TV SPLIT
By WBZ AM-TV, WBZA

FURTHER separation of radio and television operations at Westinghouse Stations, begun in July 1950 with a division of sales responsibilities, was announced last Tuesday by W. C. Swartley, manager of WBZ-AM-TV Boston and WBZA Springfield, Mass.

Mr. Swartley announced the appointment of Avner Rakov as program manager of the Westinghouse Radio Stations. W. Gordon Swan, program manager of WBZ and WBZA since 1941, will devote full time as program manager of WBZ-TV. He had been in charge of TV programming since June 1948.

Mr. Rakov joined WBZ as music director and later served as arranger, producer and conductor of network, regional and local programs in supervising the musical programming of the station. Subsequently he was named part-time production and program consultant for WBZ and advertising agencies, developing programs, announcements and advertising campaigns.

The division follows a pattern throughout the broadcasting industry and conforms with the Westinghouse sales split of last year. Under the new arrangement, each program manager reports directly to the station manager.

* * *

Mr. Swan

Mr. Rakov

AAAA's AGENDA
Radio-TV Speakers Set For Tuesday

LOW-BUDGET TV, talent and costs, agency-produced programs, TV commercials, and other facets of sight-and-sound advertising will be placed "under the microscope" at the radio and television production session of the 1951 AAAA's Eastern Annual Conference when the two-day meeting of advertisers is held in New York Tuesday and Wednesday.

Radio and TV session, slated for 2-4 p.m. Tuesday, will feature a talk by Robert Montgomery, executive producer for NBC Television, on the responsibility of creative people in the field to raise and maintain TV standards.

One of nine group meetings to be held at this year's conference, the radio-TV unit will also include Adrain Samish, vice president and director in charge of radio and TV for Dancer-Fitzgerald-Sample Inc., who will discuss producing TV film programs, and Rodney Erickson, manager of Radio-TV Dept. for Young & Rubicam, who will talk on agency production of live TV shows.

Other speeches include advertising on TV with a small budget, Signey Weiss, vice president and treasurer of Lewin, Williams & Saylor, Inc.; TV talent and its cost, Wallace S. Jordan, radio-TV director of William Morris; and "What's Right with TV Commercials" by Garth N. Montgomery, vice president and radio-TV director of Kenyon & Eckhardt Inc.

Media session of the conference will have as its focal point, "What Are Other Media Doing to Meet the Challenge of TV?" Daniel M. Gordon of Ruthrauff & Ryan will act as chairman, and speeches will be given by John Karol of CBS to represent network radio; Lewis Avery of Avery-Knodel, to represent spot radio; Otis Wiese, *McCall's;* H. James Gediman, Hearst Advertising Service; and Carl Henke, general outdoor advertising. Other sessions at the AAAA meeting will be for marketing and merchandising, management, trade and industrial advertising, mechanical production, research, copy and art, and agency library groups. Conference theme is "Advertising Under the Microscope."

Wright Promoted

ELECTION of Dickens J. Wright to the board of directors of the North Jersey Bestg. Co., licensee for WPAT Paterson, N. J., and Mr. Wright's appointment as executive vice president of the corporation were announced last week by Richard Drukker, company president. Mr. Wright joined WPAT in August 1950. He previously was with WICC Bridgeport, Conn., where he was general manager two years. Previously, he was a sales executive in New York with CBS and ABC.

Mr. Wright

WKYB to NBC

WKYB Paducah, Ky., will affiliate with NBC effective Nov. 15, Carleton D. Smith, NBC vice president in charge of station relations, announced last week. He said negotiations for the affiliation pre-date the network's recent announcement that it plans to add a substantial number of outlets—estimated variously from 100 to 200—to its affiliation list. WKYB is owned by the *Paducah Sun Democrat* and is under the general management of Ed J. Paxton Jr. Established in 1946, it operates on 570 kc with 1 kw day and 500 w night. It currently is affiliated with Mutual.

IBEW DEMANDS

Imperil St. Louis Stations

By J. FRANK BEATTY

FANTASTIC wage demands perilling the very life of many St. Louis stations have been submitted by IBEW Local 1217, providing a threat to the entire radio and television field.

Put in capsule form, the local has submitted a take-it-or-leave-it contract effective Nov. 15 and calling for roughly a 5 hour-20 minute day and a flat $130 per week plus corollary demands said to add another $75 to $100 per week per man.

All St. Louis broadcast and telecast stations are affected with the exception of KMOX, which has a separate contract as a CBS-owned outlet.

Wage scale in the city was increased $2 just last June and another $5 Nov. 15, 1950. Now the union is asking an additional $18 a week, aside from the extras.

Wage Stabilization Board regulations permit a 12.3% increase above the base level of Jan. 15, 1950. The $130 demand is far beyond anything ever heard of at WSB, totaling approximately $25 week above the base level, or nearly 25%. This is twice the maximum permitted by WSB.

The St. Louis union has a continuous record of unsavory relations with stations, according to union circles. It has been branded the most troublesome local in the entire electronic field.

Existing pay scales for technicians at smaller stations in St. Louis are the highest in the U. S.

At IBEW headquarters in Washington it was stated that Local 1217 is antagonistic to the international union.

Other Provisions

Some of the St. Louis demands have startled the most experienced labor relations sources. For example 12 holidays are specified instead of six. No one is quite certain what holiday occurs Sept. 30 though it is specified in the contract.

Scanning of the St. Louis union's proposed contract reveals conditions which are absolutely impossible to fulfill. For example, overtime must be scheduled 72 hours in advance yet there can be no overtime except in case of emergencies.

Swing shifts are eliminated. Even worse, some persons believe, is the requirement that schedules be set up permanently for 90 days, with half-time penalty if varied.

Four-week vacations are demanded for employes after 36 months work, with an additional day for each holiday falling within the vacation. A 15% differential is added to work between 11 p.m. and 7 a.m. Severance pay is figured at two weeks for each six months employment.

Part-time employes must be hired at $3.25 per hour instead of $2.75, with minimum of eight instead of four hours.

New overtime plan calls for eight hours at double time on first day off and second day off instead of present four hours at 1½ time on first day, and 8 hours at double time on second day off. Double time must be paid if called back after completion of shift, instead of present 1½ time.

Lunch hour must be paid in the new contract. Two paid rest periods of 20 minutes are allowed with 15 minutes at beginning and end of shift allowed studio employes, 30 minutes at transmitter.

Engineers get $10 fee each time any equipment is carried on remote assignments. Insurance for air travel will be $25,000 per trip, with $30,000 insurance for using auto with auto allowance of 20 cents per mile instead of 12 cents, $2.50 minimum. An allowance of $2.50 instead of $1.50 is given for trip to transmitter.

Supervisors' Pay

Supervisors pay will go from $122 to $140 in the new contract. Sick leave will accumulate to 52 weeks at rate of at least six weeks per year instead of three. Four days off are specified for funerals of wife, children, parents, sisters and brothers.

Two men are required on duty at all times at stations over 5 kw.

The jurisdiction of Local 1217 includes WTMV in E. St. Louis, Ill.

In general, the trend in union negotiations has been away from citywide contracts though there still are areas where the practice continues. The flat pay scale in St. Louis is the same for large stations as for daytimers and locals.

Fear is expressed that appearance of even one or two of the new provisions in an all-St. Louis IBEW contract would start the same creeping paralysis that has crippled the motion picture industry and reduced employment sharply as studios have collapsed.

Other Activity

Other developments in the labor relations field include capture of several stations in San Diego by NABET as a result of an election last week.

NABET also has won three Associated Broadcasting Co. stations in San Francisco from IBEW. The stations are KSFO, KPIX (TV) and KWID (shortwave). Since joining CIO some months ago NABET has been setting up vertical unions in San Francisco, aiming toward one big union in radio.

KVOE Names Pearson

ERNEST L. SPENCER, president, KVOE Santa Ana, Calif., has appointed the John E. Pearson Co. as national sales representative for the station.

BONNETED Ruth Lyons, who has handled commercials for Miami Margarine Co. (Nu-Maid margarine) on her *Morning Matinee* program on WLW for past 10 years, and Robert E. Dunville (r), president, of Crosley Broadcasting Corp., hold plaque honoring company's association with station. Nu-Maid citation commends WLW's advertising, promotion, merchandising and selling of product.

MANPOWER NEEDS

Secretary Tobin Outlines

PREDICTION that defense employment will soar to the 8.5 million mark by the end of 1952 when mobilization is slated to reach its peak was offered last Monday by Secretary of Labor Maurice Tobin.

Additional defense manpower needs of 4.5 million are expected to be met by shifting of workers from peacetime civilian industries and from other sources, Mr. Tobin added. His comments were outlined in a Dept. of Labor study of manpower and mobilization.

TALENT WAGES

Talked in WSB Hearing

PANEL named by the federal Salary Stabilization Board held a three-day closed hearing in New York last week to consider controlling salary increases for over-scale performers in television, motion pictures, and the theatre.

Sessions started Monday morning with representatives of the radio-TV industry pleading for exemption of its members from proposed controls. Charles Tower of the NARTB explained the industry background and business practices that would make a salary-freeze impractical. He was followed by William Fitts of CBS who read a brief, formal statement prepared by CBS, NBC and ABC to ask exemption. I. A. Becker of CBS explained it would be difficult to evaluate services of radio-TV personnel closely enough to establish ceilings. A performer's status can change overnight, he explained, when the show he appears on is picked up for network rather than for single station.

Sol Pryor of the law firm of Jaffe & Jaffe, retained by American Federation of Radio Artists and Television Authority to plead exemption from control their members, argued that administrative difficulties would make it almost impossible to apply regulations. He further asserted that controls would not be in keeping with the Defense Production Act, which stated that no controls should be imposed when they upset prevailing business practices. A freeze would also be in contradiction to OPS regulations which allow exemption for independent packagers for the amounts they pay for program elements. Mr. Pryor suggested that employers, too, be allowed to have that exemption.

RTDG's Stand

Radio and TV Directors Guild charged that freezing salaries of employes is discriminatory because no controls are exercised over rates charged by broadcasting corporations. The guild also objected to proposed use of January 1950 as the base period on grounds that that was an experimental period for television. Talent in production and direction of shows then was paid at a much lower rate than would be appropriate for a mature enterprise, it was argued.

Others who appeared for radio-TV personnel were Joseph A. McDonald, vice president, secretary and general attorney of ABC, and Evelyn Burkey of the Authors League of America.

Screen Actors Guild was represented by Execeutive Secretary John Dales Jr. and Legal Counsel William Berger, who flew from the West Coast to present their statements.

Panel Members

Panel was composed of Roy F. Hendrickson, executive secretary of the National Federation of Grain Cooperatives, chairman; and Philip F. Siff, investment banker. and Neal Agnew, consultant to Independent Motion Picture Distributors. Group was assigned to consider how to apply controls, whether exemptions should be allowed, and how regulations could be made self-administering through industry-government cooperation; hearings pertained to cameramen, producers, directors, scripters, and designers as well as to star performers in the various entertainment fields. Panel was set up by SSB several weeks ago.

◀ *Left to right: Messrs. Ayers, Brinkley, Acheson, Steelman and Wo*

IN REVIEW . . .

THE RARE appearances of Dean Acheson on television strongly suggest that the Secretary of State should be seen perhaps as often as his most vociferous critics are heard.

Mr. Acheson, who has been described as the administration's most competent "bedside diplomat," once again demonstrated Oct. 21 that he wears well before any television camera.

The vehicle he chose was NBC-TV's 60th edition of *Battle Report —Washington.* Secretary Acheson delivered a prepared statement and then delved into correspondence on troublesome international questions, most of which was, admittedly, calculated to win friends and influence the public for the administration.

The Secretary of State's peculiar talents for TV were evidenced on this occasion, as perhaps never before, by his grass roots approach to questions from confused laymen. If Mr. Acheson adequately

Program: Battle Report—Washington. NBC-TV, Sunday, 3-3:30 p.m. EST.
Agency: Handled through John R. Steelman, Special Assistant to the President.
Guests: Secretary of State Dean Acheson, Mr. Steelman.
Commentator: David Brinkley.
Director & Producer: Ted Ayers.
Technical Director: Sherman Hildreth
Film Editor: Bill Brooks.
Writer: Lou Hazam.

projected his convictions, that was due, too, in no small measure to the equally convincing projection of television itself, and to Mr. Acheson's apparently wise resort to effective anologies.

Speaking informally, but with characteristic dignity and calmness, Mr. Acheson talked across the table to a cross-section of American voters—a sailor, cab driver, cattle-rancher, a fruit picker, carpenter, housewife and a sheriff —all of whom had posed their queries on film clips.

Mr. Acheson was perhaps at his best in responding to comments by Sheriff Glenn Jones of Clark County, Nevada. He had asked:

"Secretary Acheson, when two outfits start packing guns, there is bound to be some shooting. Isn't that going to be the case with our arming of the Western world?"

Answer: "Well, Sheriff, what would happen in your county if the gangsters had the guns and you didn't. . . . These people on the other side are not only packing guns—they're shooting. That's what Korea is all about. And if Matt Ridgway and his boys didn't have something to shoot back with, we'd be in a . . . well, in whatever kind of a fix you call it in Clark County."

To a question from a carpenter on the wisdom of "kicking the Russians out of United Nations," the Secretary countered:

". . . Let's talk that over . . . We don't run the United Nations. We're one of the members and there are 59 others who have their own ideas. . . . In the second place . . . who convinced you that the Soviets were blocking the United Nations? The Russian delegates themselves. They have done more to convince the world that their propaganda is false and phony than all the rest of us combined. . . ."

The program was executed with polish and competency, doubtless in part because of Mr. Acheson's knack for reading his answers from concealed quarters. A minor complaint suggested by his appearance is that the camera views of the Secretary were uniform, at times resulting in viewer restlessness. But his stature and conviction more than offset this quibble.

* * *

AMERICAN YOUTH FORUM on NBC-TV, Saturday, 7-7:30 p.m., at least is one forum program, that has grown in stature by taking the play from the grownups and giving it to youth.

There is little horse-play in this show. Its extra-ordinary feature is simplicity and an impelling desire to inform.

That makes the program educational; and, incidentally, demonstrates forcefully just how well-educated is at least one responsible segment of our teen-age population.

The show is built about pertinent and timely questioning by a group of teen-agers (with the cooperation of the American Legion's youth activities department) who listen and view the distinguished guest with critical soberness.

The guest Oct. 20 was Harold E. Stassen, president of the U. of Pennsylvania.

Topics touched by the youngsters and tackled by Mr. Stassen played a wide field from international issues to sports. To name a few: What can the voter do to protect himself from dishonesty in political parties; what methods should the U. S. employ in the Middle East and will World War III break out there; are we prepared to meet an enemy attack now; who was the wiser in our foreign policy toward China, Gen. MacArthur or Mr. Acheson; and did the Senate subcommittee have sufficient

Program: American Youth Forum, NBC-TV, Saturday, 7-7:30 p.m.
Sponsor: Public Service.
Cast: Harold E. Stassen, guest speaker; Frank Blair, guest moderator; 50 students (ages 16-20).
Producer: Jeff Baker.
Director: Ted Granik, For Oct. 20 program, Jay Royen, assistant director, was director.

grounds to turn down the nomination of Philip Jessup to the UN?

In past programs, the line of questioning often proved startling to the guests.

Mr. Stassen, former governor of Minnesota, who has interviewed Stalin and is a prime mover of the Crusade for Freedom, however, is not easily disconcerted, no matter how razor-edged the query. But he was visibly taken with one apple tossed him: Would you run for President if nominated by the GOP? In a quick recovery, Mr. Stassen said he would have to wait for the big "if."

Another big one thrown up to him: How would you proceed to figure out the international situation? Mr. Stassen did his best to explain.

There was some news for the broadcaster. Asked about the U of Pennsylvania's backdown on NCAA's enforced blackout on football telecasts: Can you explain why Penn "chickened out" on its stand against NCAA's ban?, Mr. Stassen said Penn was forced to go along with the collegiate association when four football opponents threatened to break off relations.

However, Mr. Stassen said the school feels there should be more TV in football and that Penn will insist on it next year. The Ivy Schools "will be back on TV next year," he said.

A point in improvement over the usual forum show is the gentle guidance of the little-seen, little-heard moderator. Frank Blair, substituting for Theodore Granik, director and founder of the *American Forum of the Air*, who was ill, let the youngsters take over.

The *Youth Forum* is a refreshing contradiction of the belief that the U. S. teen-ager chews nothing more significant than gum and can't savvy anything more important than be-bop.

Holiday Plans

(Continued from page 23)

5 to 6 p.m., for the third successive year. The holiday special will feature the Choraliers and the Symphonettes. Victor A. Bennett Co., New York, is the agency.

General Foods will program a special holiday show on Sunday, Dec. 30, 6-6:30 p.m. on NBC-TV when Roy Rogers will be joined by Bob Hope and other prominent Hollywood stars. The regular Rogers show will be from 6:30-7 p.m. on the same day. The following week a new series, *Claudia*, will be seen in the latter period and Roy Rogers will return to the 6-6:30 p.m. period. Benton & Bowles is the agency for Post Cereals Division while Young & Rubicam is the agency for the Swans Down participation in *Claudia*.

Zippo Mfg. Co., Bradford, Pa., makers of Windproof pocket and table lighters, will launch its fall and pre-Christmas national advertising with television spot announcement as well as national and trade magazine advertising. This year's drive is the biggest in the company's history. The television spots will be used in 33 stations in 20 cities, running until Christmas. Geyer, Newell & Ganger, N. Y., is the agency.

Seasonal advertisers appear to be, as always, pouring liberal amounts into the flow of business, but another factor has intruded itself to turn the flow into a likely flood this year. Retail orders which were expected in late summer and which failed to materialize, it is understood, are now coming through for advertisers, necessitating a precipitate increase in promotion plans to the attendant benefit of radio and TV.

CONSTRUCTION

Radio-TV Wins Reclassification

By JOHN OSBON

RECOGNITION of radio-TV broadcasting as an essential competitor for raw materials on a comparable basis with printed media was hailed last week as a formidable industry victory.

The role of radio and television in the nation's defense effort was clearly spelled out by the government in a new regulation permitting broadcasters to self-authorize greater quantities of controlled materials for new building projects.

Basis for this optimism was an order reclassifying the industry on a par with newspapers in the "industrial plant, factory or facility" group for purposes of materials allocations. NARTB had criticized an earlier reclassification of newspapers and other printing establishments as "highly discriminatory" to radio-TV [B•T, Oct. 15].

What this means is that broadcasters have been granted, in effect, a "hunting license" for steel, copper and aluminum needed in smaller building or remodeling projects. It does not, of course, guarantee the availability of these metals.

On Equal Terms

But the industry will be able to compete on a comparable basis with other media for supplies of these materials without necessity of government approval. Specifically, it means they will be able to self-authorize orders for up to 25 tons of steel, 2,000 pounds of copper and copper-base alloys and 1,000 pounds of aluminum.

The previous limitation of two tons of steel and 200 pounds of copper (with no provision for aluminum) has been under constant fire by NARTB. Protest was mounted in the face of a recent government order removing printing establishments from the commercial category, under which broadcasters fall, and shifting them to the industrial grouping.

The announcement was officially made last Thursday by the National Production Authority, with whose officials NARTB had conferred more than a fortnight ago. Peter Black, special assistant to the NPA Administrator, had promised NARTB Government Relations Director Ralph Hardy that relief would be taken into consideration.

Mr. Hardy described the new regulation as a "healthy improvement" in the materials situation and acknowledged it would enable broadcasters to compete on an equal basis with other media.

He observed that the end products of radio-television and newspapers actually are similar in that the end result is public consumption of news and other vital information.

As to availability of materials, many broadcasters have contracted for materials in the hope of obtaining NPA authorization, according to Mr. Hardy. In that light, construction in some instances was not actually delayed for lack of approval.

Steel manufacturers have been particularly cooperative in channeling supplies through distributors to broadcasters where their supplies permitted them to do so, he added.

NPA said it has advised all Commerce Dept. field offices of the reclassification. Projects affected are those calling for remodeling, minor installation of equipment, alterations and small building construction.

Projects calling for more than the specified amounts set out under the self-authorized ceiling still require NPA approval. Radio-TV generally has fared very well on the construction front [B•T, Oct. 15, 8].

Broadcasters did figure, however, in two building applications denied by the NPA in its final processing of fourth quarter materials allotments. It was stressed again, however, that both may reapply during the first quarter of 1952, for which requests now are being accepted.

American Broadcasting Co. was turned down for $115,000 worth of materials earmarked for offices in Hollywood. The nature of the project (alteration, expansion, remodeling, etc.) was not known.

Gila Broadcasting Co. was rejected by the agency for materials, with cost placed at $37,700, for its new station, KVNC Winslow, Ariz. Station received a construction permit from FCC on Aug. 8 to operate on 1010 kc with 500 w night, 1 kw-day, unlimited, with directional antenna. Gila Broadcasting also operates KGLU Safford, Ariz.

The station, in its application filed with NPA, showed no indication as to how far along its construction had progressed. The applicant sought 2,500 pounds of copper.

KVNC probably will be able to go on the air, in any event, though its proposed completion date may be deferred. Its officers now may self-authorize 2,000 pounds of copper under NPA's relaxed rule for radio-TV broadcasters, if it can find that quantity of material, it was noted.

NPA authorities explained copper remains in extreme short supply.

Consumer Front

On the consumer front, maintenance, repair and operation of the nation's radio-TV receivers also are commanding attention of government officials. A plan by which manufacturers would set aside a certain percentage of products (using steel, aluminum and copper) to meet demands of distributors, retailers and repair shops is under study. Actually, this project was unveiled earlier this year but has not been projected to the factory level.

Under the current plan, outlined last Monday to the Electronics Parts & Components Industry Advisory Committee, NPA may issue an order establishing procedure for replacement in distributors' inventories of parts and components. Radio-TV sets, phonograph or record players and other products using scarce materials would be placed on direct allocation.

The regulation would take the form of an inventory limitation based on historical sales patterns during a base period or of a percentage set-aside at the factory or manufacturer's level.

Retailers could self-authorize certain materials and pass on products to customers who would not be required to sign for them. Procurement of materials would be based on the dollar value of material or percentage used by the retailer.

The committee reported on the repair-replacement parts situation. TV antennas, already scarce, will be harder to obtain because of shortage of aluminum. The tube picture is generally looking up, though transmitter tubes are short, according to NPA.

Military and defense-supporting industries may have to siphon off up to 90% of electronics testing equipment.

According to the committee's survey, parts and components in shortest supply are TV antennas, wire and cable, solder fuses, hand tools and soldering irons. General satisfaction was expressed over a new order permitting amateur radio operators to obtain priorities on materials for maintenance of stations. Amateurs hail the regulation as official recognition of their role in national defense, NPA was advised.

Shortages are bound to increase during early 1952 and the full impact has not yet been felt. These warnings have been sounded repeatedly in recent weeks by Defense Mobilizer Charles E. Wilson and Defense Production Administrator's Manly Fleischmann. One tangible evidence was the government's clamp-down on color TV production (see story, page 23).

A former broadcasting executive now with the government has added his voice to the growing

(Continued on page 97)

RADIO, TV ADS STALE

Cone Charges

ADVERTISING patterns in radio "have been unchanged for many months, with the thinking going into television"—and much of it "a very tired kind of thinking," in the opinion of Fairfax Cone, board chairman of Foote, Cone & Belding, Chicago. Mr. Cone, speaking to members of the Central Council, American Assn. of Advertising Agencies, in Chicago Friday, outlined successful printed media campaigns and "Why I Wish We Had Done These."

Terming television "advertising's newest, greatest medium yet to come into its own," Mr. Cone confined himself to printed media campaigns "where imagination and judgment and taste overcame the difficulties uncommonly well." He would have liked, "best of all," to have met "each of the campaigns" in television rather than in print, he told his audience of advertising executives.

Asserting that television is not merely radio with pictures, Mr. Cone defined it as "strictly printed advertising come to life — or it should be — and personal selling brought into the home." Reiterating that "the greatest achievement in printed advertising is a demonstration," he claimed TV makes this possible for almost everyone. Every printed advertisement he showed his 4-A audience to point up his comments "could have been done—and done better—in television."

Needed in TV

The kind of thinking "that sweated out these printed pieces and made each one outstanding" is needed in television, "which could have started with each one just as you have seen it, enlarged its scope and made it live, move and speak."

The problem, Mr. Cone said, is that "too much television starts with something very like a radio commercial and attempts only to illustrate it, or worse, to gag it. In too many cases, TV fails to exploit the patterns that the advertisement—maker has developed."

When it makes use of these patterns, treating them first with motion and then with sound, "advertising's newest, greatest medium will come into its own. And so will some of advertising's best creative people, who so far have been weighed down with lead-and-copper plates—putting salesmanship into print."

Among the printed media campaigns cited was the promotion work done by CBS, "an advertiser whose work is so consistently fine I think it should be noted."

"CBS somehow manages to make even its more or less routine announcements seem important; they are always readable and carefully written. When they haven't any pictures they make type talk, and put it to work in place of illustration."

WAR POWERS

Communications Act Amended

THE CONTROVERSIAL signal control plan to implement the President's power of seizure over radio communications in time of a critical emergency became the law of the land last week in the form of an amendment to the Communications Act.

The Chief Executive signed a bill (S 537) prescribing stiffer penalties for violations of Sec. 606 (c) and providing for the control of certain devices which could serve as navigational aids to enemy aircraft. Radio-TV stations already fall within the framework of this section.

Additionally, authority for the President to act is hedged with the reservation that he deem it "necessary in the interest of national security or defense." The section deals with "War Emergency—Powers of the President."

Another new face on Sec. 606 of the Communications Act is implied with the specific inclusion of penalty provisions under Subsection "h". Until now, the Commission had to take recourse to Sec. 501 of the Act in applying penalties for known violations of Sec. 606 (c).

Stricter sanctions are spelled out for any person who commits certain offenses "with intent to injure the United States, or with intent to secure an advantage to any foreign nation."

Upon conviction, violators could be fined up to $20,000, or imprisoned for up to 20 years, or both.

Willful failure of individuals to conform to provisions laid out pursuant to exercise of the President's authority under Sec. 606 or commission of any act prohibited by this authority would be punishable with a fine not to exceed $1,000, or one year's sentence or both. In the case of "a firm, partnership, association, or cooperation," the fine would be $5,000.

President's Authority

The President's authority to use or close radio stations and non-broadcast devices (which are capable of serving as homing aids beyond five miles) and remove their equipment, through delegated government departments, also is extended to the Canal Zone.

A suggestion by NARTB that compensation be paid owners of stations and other devices "for use and/or loss resulting from such closing or control" was rejected after hearings this year.

The reservation "if he deems it necessary in the interest of national security or defense" is presently contained in Subsection "d" of Sec. 606 touching on wire communications.

These amendments to the 1934 Communications Act, as amended further in the intervening years, are the outgrowth of a model plan submitted to Congress by the Defense Dept. last year.

Military authorities discounted charges that they sought additional controls over broadcasting facilities and want only to include those devices (diathermy and X-ray machines, industrial devices, etc.) which could serve as homing beams.

There were early fears that incidental radiations from AM, FM, TV and shortwave receivers might be controlled under any proposed legislation.

Dr. W. R. G. Baker, General Electric Co., representing Radio-Television Mfrs. Assn., told the Senate Interstate & Foreign Commerce Committee last February that such receivers are "worthless" as homing devices for a variety of reasons.

Committee held hearings on the measure and reported it with amendments. The Senate cleared it for the House Interstate & Foreign Commerce Committee, which suggested the stringent penalty provision and reported it to the House in September. Final clearance was given this month [B•T, Oct. 15].

Here is the new Sec. 606 (c) as amended by the passage of S 537. New language is in bold face:

"(c) Upon proclamation by the President that there exists war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President, **if he deems it necessary in the interest of national security or defense,** may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations **or devices capable of emitting electromagnetic radiations** within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication, **or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, which is suitable for use as a navigational aid beyond five miles,** and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station **or device** and/or its apparatus and equipment, by any department of the Government under such regulations as he may prescribe upon just compensation to the owners. **The authority granted to the President, under this subsection, to cause the closing of any station or device and the removal therefrom of its apparatus and equipment, or to authorize the use or control of any station or device and/or its apparatus and equipment, may be exercised in the Canal Zone."**

Sec. 606 of the Act is further amended by adding subsection (h) as follows:

"(h) Any person who willfully does or causes or suffers to be done any act prohibited pursuant to the exercise of the President's authority under this section, or who willfully fails to do any act which he is required to do pursuant to the exercise of the President's authority under this section, or who willfully causes or suffers such failure, shall, upon conviction thereof, be punished for such offense by a fine of not more than $1,000 or by imprisonment for not more than one year, or both, and, if a firm, partnership, association, or corporation, by fine of not more than $5,000, except that any person who commits such an offense with intent to injure the United States, or with intent to secure an advantage to any foreign nation, shall, upon conviction thereof, be punished by a fine of not more than $20,000 or by imprisonment for not more than 20 years, or both."

WJR Detroit's emergency standby power problems were greatly minimized with the installation of this 200 kw General Motors Diesel-electric generator. Expressing satisfaction with the equipment are C. W. Jones (r), WJR design engineer, and J. G. Deakins, sales engineer of Earle Equipment Co., Detroit GM Diesel distributor, both of whom supervised installation. Generator eliminated need for a new $10,000 building and was placed instead in a two-car garage adjoining the transmitter site.

CENSORSHIP ISSUE

Truman Writes NARND

DIFFERENCES over method provide the only conflict between news media and the recent White House security order [B•T, Oct. 1 et seq.], President Truman told the National Assn. of Radio News Directors.

Writing to Ben Chatfield, WMAZ Macon, Ga., NARND president, the President agreed it is the duty of newsmen to get information for the public but suggested they would not want to give military secrets to the enemy.

This statement came as turmoil continued among news disseminating media over impact of the order, particularly because it provides no avenue of appeal or means of evaluating censorship action of bureaucrats.

In a greeting to NARND, which meets Nov. 12-14 in Chicago, the President observed that "in these serious times there is no scarcity of worthwhile topics."

President Truman continued:

"One of these is the problem of maintaining our cherished tradition of a free press and at the same time protecting the security of our country. My recent Executive Order on security information within the executive branch of the government is an illustration of the problem. No responsible individual in the news field wants to hurt his country by giving away military secrets to potential enemies. Yet all of you rightfully feel it your duty to get as much information to the public as possible.

"I do not believe these viewpoints are necessarily in conflict. I believe that the American press, which is the freest in the world, has always agreed that it has a responsibility for security. The only differences in opinion which arise have to do with the methods and not with the principles. I am completely confident that the methods can and will be worked out."

Case Letter

Sen. Francis Case (R-S. D.) released contents of a letter he had written President Truman on the subject. He told the President the order "threatens the vitality of a free press in America. The real key to safeguarding secrets is in vigilant screening of the individuals who will handle those secrets. News suppression is only one step away from newspaper suppression. And I haven't the slightest idea that you seek to imitate Senor Peron (of Argentina) on that score."

Sen. Case said he didn't question the President's motives or good faith, but observed that some public officials think they have a divine right to withhold information.

Plea to give the order "a try" was made by J. Patrick Coyne, National Security Council representative on international security, who argued the order is being condemned before it has been thoroughly tested.

Sen. Case said that if new regulations are needed, "we could draw with profit upon our wartime experience. That was based upon cooperation between information media and the government. It placed decisions in the hands of men trained for that work, under a responsible, single head. It provided machinery for appeal of decisions. It calls for a 'code' of conduct for all concerned—government officials, press, radio and public."

Rep. Harold D. Donohue (D-Mass.) warned against "unwitting infliction upon our own people of any of the freedom-destroying policies we so openly oppose and criticize in the governing actions of the totalitarian dictators."

He introduced into the *Congressional Record* an editorial by Roscoe Drummond in the *Christian Science Monitor*. Mr. Drummond said "security is more served by keeping the country in the light than it is by keeping the enemy in the dark," urging adoption of a Committee for Economic Development report calling for creation of a three-man civilian unit in the National Se-

(Continued on page 34)

Baltimoreans don't wonder where to get the news. They just turn their radio dials to WITH! No other station in town has anything like WITH's news coverage. WITH gives the complete, accurate, up-to-the-minute news from AP wires every hour on the hour, 24 hours a day.

In these days when news is so important to everybody, this means thousands upon thousands of loyal listeners for WITH. These people are one reason why WITH delivers more listeners-per-dollar than any other radio or TV station in town . . . one reason why WITH is the BIG BARGAIN BUY! Let your Headley-Reed man give you the whole WITH story.

The results station

WITH

in Baltimore, Md.

TOM TINSLEY, PRESIDENT · Represented by Headley-Reed

RADIO-TV WEEK VOD Contest Tops Observance

OBSERVANCE of the seventh annual National Radio & Television Week got under way Sunday, continuing through next Saturday night. Topping the event is the fifth annual Voice of Democracy Contest, one of the nation's outstanding promotions on behalf of the democratic way of life.

Aside from the contest, observance of the week is a localized matter with stations in each community devising their own activities. Outstanding example of statewide participation in the event occurred yesterday in Texas when a special program was staged under direction of Kenyon Brown, KWFT Wichita Falls, NARTB District 13 director.

Among those taking part in the Texas hookup were Harold E. Fellows, NARTB president; Carl Haverlin, BMI president, and Mr. Brown. The program originated during the luncheon session of the BMI radio clinic held at the Shamrock Hotel, Houston. All but a few of the stations in Texas had agreed to take the broadcast.

Texas Promotion

Liberty Network fed the broadcast on its coast-to-coast hookup 4-4:15 p.m. (CST).

Another Texas promotion was that of KPRC and KPRC-TV Houston. Staffs of the stations are using National Radio & Television Week to demonstrate appreciation for the American system of broadcasting by donating a pint of blood for use at the Korean battlefront.

Staff participation was 100%, aside from a few under medical treatment. Other Houston stations were joining in the project, making it a citywide event. A large number of the station employes signed to donate one pint per month. Stations have staged intensive on-the-air promotions to increase public donations of blood.

Three-way sponsorship of the Voice of Democracy contest included NARTB, RTMA and the U. S. Junior Chamber of Commerce. At least 2 million senior high school students were taking part in the competition, which carries official endorsement of the U. S. Office of Education.

Prizes for Winners

Winners in each of the 48 states, Alaska, Puerto Rico, Hawaii and District of Columbia will receive radio-phono or television receivers. The four finalists, to be selected Feb. 1 by a board of nationally known judges, each will receive $500 college scholarships, all-expense trip to Washington, radio-TV combinations and other prizes.

Model talks by outstanding Americans are being broadcast this week by stations all over the country to be used as background material by contestants. After school and community eliminations, transcriptions will be judged at the state level. State and territorial discs will be screened and the national judges will select the four final winners from a dozen blind transcriptions. Broadcast stations cut discs for student competitors.

Finalists will receive their awards at a luncheon to be held Feb. 22 in Washington.

Associate Justice Tom C. Clark, honorary chairman of the contest, voiced pleasure at the participation of high school students in the competition. He said:

Once again it is my pleasure to salute the youth of America on the eve of the Voice of Democracy Contest. In the four preceding competitions it has given me deep personal satisfaction to see and hear the thinking of you future citizens. Your eloquent yet simple expressions of the basic concepts of our way of life provide a constant renewal of faith in democratic principles. As national honorary chairman of the Voice of Democracy Committee, I extend to each of you my best wishes and appreciation for the part you are playing in this admirable undertaking."

Directing the voice contest is a committee headed by Robert K. Richards, NARTB public affairs director. Other members are Max E. Tyler and Robert D. Ladd, Jr., Chamber; James D. Secrest, RTMA; Dr. Kerry Smith, Office of Education; Oscar Elder, NARTB; W. D. McGill, Westinghouse Radio Stations Inc. and RTMA.

Glen McDaniel, RTMA president, commenting on Radio Week and the contest, said:

Manufacturer members of RTMA are happy to cooperate again with the nation's broadcasters, represented by NARTB, and the members of the U. S. Junior Chamber of Commerce in sponsoring the fifth annual Voice of Democracy contest for high school students.

This contest has, by virtue of its broad appeal and its high purpose, become the outstanding event of National Radio & Television Week. I feel that it offers an excellent opportunity for all high school students

(Continued on page 34)

Mister PLUS, the smithy, stands
Beneath the chestnut tree,
Holding in his sturdy hands
A vast community:

"MBS has STRONGEST GRIP
On Home-Town U.S.A.
Eleven-million listenership
Is platinum—not hay!"

—the difference is MUTUAL!

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

upcoming

NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Oct.			
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston

Oct. 28-Nov. 3: National Radio & Television Week.

Oct. 29-31: IRE-RTMA Annual Meeting. Papers on noise in TV receivers, suppression of local oscillator radiation and color TV. King Edward Hotel, Toronto.

Oct. 30: BMI Program Clinic, Skirvin Hotel, Oklahoma City.

Oct. 30-31: AAAA Eastern Council Annual Conference, Roosevelt Hotel, New York.

Oct. 31: BMI Program Clinic, Broadview Hotel, Wichita, Kan.

Nov. 1: RTMA Transmitter Division Panel Meeting, Wardman Park Hotel, Washington.

Nov. 2: BMI Program Clinic, Utah Hotel, Salt Lake City.

Nov. 2-3: Florida Assn. of Broadcasters, mid-year meeting, Soreno Hotel, St. Petersburg.

Nov. 2-3: Michigan Assn. of Broadcasters, Fort Shelby Hotel, Detroit.

Nov. 5: BMI Program Clinic, Hotel Northern, Billings, Mont.

Nov. 7: BMI Program Clinic, Alonzo Ward Hotel, Aberdeen, S. D.

Nov. 9: Hearing for objections to petition for reorganization of LeBlanc Corp. (Hadacol), U. S. Court (Southern New York District), Foley Square, New York City.

Nov. 9: BMI Program Clinic, Radisson Hotel, Minneapolis, Minn.

Nov. 12-13: First District Meeting, Ad Federation of America, Boston.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 13: AAAA Michigan Council Annual Meeting, Statler Hotel, Detroit.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.

1952

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

Jan. 24-25: Advertising Assn. of the West, Midwinter Conference, Oakland, Calif.

Jan. 25-26: Assn. of Railroad Adv. Managers, St. Louis.

Jan. 26-27: National Advertising Agency Network, Eastern Regional Meeting, New Weston Hotel, New York.

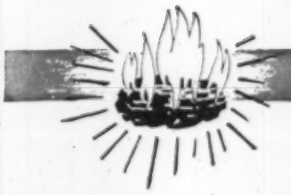
Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)

Feb. 10-15: NARTB Radio and TV Boards, San Antonio, Tex.

April 26-May 2, 1952: NARTB 30th Annual Convention, Stevens Hotel, Chicago.

June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

MYRON L. BROUN, vice president of Demby Co., New York, and editor of firm's package show *What's Playing* (WJZ-TV New York, 6:45 p.m., Mon.-Wed.-Fri.), is now editing color-film short *The Black Swan*—a Tern Films release starring Maria Tallchief and Andre Eglevsky in a portion of Tschaikovsky's "Swan Lake."



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

NORTHWEST POWER-DROUGHT CUTS ALUMINUM PRODUCTION.

It has just been demonstrated that a large part of the nation's vital production of aluminum depends upon the weather. Aluminum has been the victim of a shortage of hydroelectric power caused by a dry summer in the Pacific Northwest. As in the case of TVA, this shows once again the inadequacies of water power alone. The TVA turned to coal-fired steam plants to bolster its generating capacity, and this, too, may be the answer for the Northwest. Essential industry is learning that there is no substitute for power generated by a dependable fuel such as coal.

U. S. TO TRIPLE POWER OUTPUT IN NEXT TWENTY YEARS.

A leading electrical equipment manufacturer has predicted that by 1970 America will be using a trillion kilowatt hours of electricity. This is more than three times America's present power consumption. Even now the electric utilities are the nation's most rapidly expanding large industry—and the chief source of this new power is bituminous coal. The coal industry is confidently planning to continue to be the nation's prime source of heat, light and power in the future as it is today.

FRANCE ASKING FOR 12 MILLION MORE TONS OF AMERICAN COAL.

French officials state that they will need 12 million more tons of U. S. coal as quickly as ships can be found to carry it. American coal is already going to Europe at the tremendous rate of almost four million tons a month—filling in the gap between Europe's expanding industrial program and her lagging coal production, much of it state-controlled. Here in America, however, the productivity of the coal industry is at an all-time high. There is coal enough to meet all this country's needs and those of Europe as well.

COMING ATOMIC AGE TO INCREASE DEMANDS FOR COAL.

As far as anyone now living is concerned, coal, not atomic energy, will continue to be the basis of material civilization. So says Sir Henry Tizzard, atomic expert and advisor to the British Government. In fact the foreseeable future will find coal increasingly important as atomic energy is developed. Because of the abundant reserves of coal, coal promises to be the prime fuel for atomic plants. The new atomic plant going up near Paducah, Kentucky, for example, is expected to consume 2½ million tons of coal a year —close to the total coal consumption of the state of Rhode Island.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

Your questions about coal or the coal industry are welcomed; will receive our prompt reply.

OAB MEET

Votes to Oppose Benton Plan

OHIO Assn. of Broadcasters voted Thursday to oppose adoption of the Benton legislation setting up a federal program review board for radio and TV. Action was taken at the close of a two-day sales clinic held in Cleveland.

Maurice B. Mitchell, vice president of Associated Program Service, which is one of Sen. Benton's commercial properties, told the association he disapproves his employer's legislation. He predicted it would pass but observed it was probably responsible in part for the TV code.

Presiding at the clinic was L.A Pixley, WCOL Columbus, OAB president. Robert Ferguson, WTRF Bellaire, set up the clinic program.

In his current model of "The Pitch," Mr. Mitchell urged broadcasters to get over their inferiority complex and bring their salesmanship up to the standards of the medium. He predicted the economy will be flooded with goods by 1953.

Murray Grabhorn, managing director, National Assn. of Radio and TV Station Representatives, advised stations to use established local personnel in area broadcasting and to promote them to time-buyers. He suggested the home city of stations should be given more display in trade paper advertising.

Ben Chatfield, of WMAZ Macon, Ga., president of National Assn. of Radio News Directors, discussed news and how to sell it. Don't cheat on newsroom salaries, he said, and don't let sponsors censor newscasts.

Dave Baylor, WJMO Cleveland, offered a series of sales aids and described the news-music format of his station.

Dr. Kenneth H. Baker, president of Standard Audit & Measurement Service, said many broadcasters are afraid of measurements. He urged stations to devote more attention to market and distribution data. He plans to mail questionnaires to stations in March, with 400 stations already signed up for a survey.

Henry Coleman, advertising manager of Standard Oil Co. of Ohio, a heavy radio user for many years, stirred a lively response when he asked why radio rates aren't being cut in view of what some of the surveys show. Broadcasters replied that the cost of printed media is rising. They asked why he expected radio to cut rates when newspapers and magazines don't give a specific accounting of readership.

Mr. Coleman gave a five-point program for broadcasters, as follows: Closer program supervision; better business service, such as reports on content of station mail; more promotion of sponsors' programs; more realistic audience research, since Hooper and Nielsen reports are not comparable, for example; more complete market data. He criticized stations offering special package deals to attract new advertisers without giving similar privileges to older clients.

The remarks were made during a panel discussion that also included Elmer Wayne, sales manager of WJR Detroit; W. J. Sylvester, Gerst, Sylvester & Walsh, Cleveland agency, and Norman Glenn, *Sponsor*. Mr. Wayne explained radio's advantages over other media, including flexibility; split-second speed; voice selling and lower cost-per-impression. He reviewed the cooperative station promotion project in Detroit.

Mr. Sylvester said radio should exploit the small retail dealers as a source of advertising revenue.

Opening speaker at the Thursday session was Robert Wagner, public relations director of Timken Roller Bearing Co. He said broadcasters should provide industry with programs pointing out the value of the free enterprise system. Gen. Carleton Dargusch, counsel for the OAB, talked off-the-record on tax matters.

ABC-TV in Musical

ABC will get the cherry when "Top Banana," a Broadway show with a video theme, opens Nov. 1. Musical will open with ABC-TV's test pattern flashed on a giant screen prior to Comedian Phil Silvers' first song. ABC-TV cameras will be on-stage at the Shubert Theatre throughout the big-budget production, and first nighters —watching scenes devoted to backstage television—will see the network's call letters even on dressing room scenery. Songs for the extravaganza include one titled, "You're OK for TV."

Mister PLUS, Town Crier, says:
"We've got good news for you!
News listening here is up—oyez!
They love our newscast crew!"

MBS is FIRST FOR NEWS—
With listeners and sponsors!
So if it's news you plan to use,
Here's where to put it on, sirs!

—the difference is MUTUAL!

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

Censorship

(Continued from page 30)

curity Council to improve the flow of security information.

Writing in the *New York Herald Tribune*, James E. Warner saw indications the White House might consider amendment of the order if editorial groups offer constructive suggestions. He reminded that the American Society of Newspaper Editors has a special committee working on the problem.

Directors of ASNE reaffirmed their strong opposition to the President's order at a special meeting held Oct. 20 in Washington. Their letter to President Truman said:

We recognize the problem with which you are dealing; the difficulty of solution. We recognize that there are some categories of official information which affect military security and therefore should be withheld from all except responsible Government officers.

A large part of the proposed executive order is concerned with the mechanics of safeguarding information within and among Government departments. That is not within our province. That is a responsibility of Government officials. Our interests arise only at the point where information is classified so as to deny public access.

We strongly oppose an executive order which formally designates each head of a Government agency as an authority to classify information as injurious to national security, without definition of what breaches national security and without appeal or review. We feel that the net effect of this executive order will be to formalize the suppression of much news to which the public is entitled.

N.Y. AP UNIT

Truman Order Flayed

NEW YORK State Associated Press Broadcasters have gone on record condemning President Truman's order that civilian agencies withhold information for security reasons, branding the order as "contrary to the spirit of free dissemination of news."

Election of officers was held, with Jim Healey of WOKO Albany named to succeed Gunnar O. Wiig of WHEC Rochester as president. Thomas Brown of WGVA Geneva was elected vice president and Norris Paxton, chief, AP bureau, Albany, re-elected secretary.

Radio-TV Week

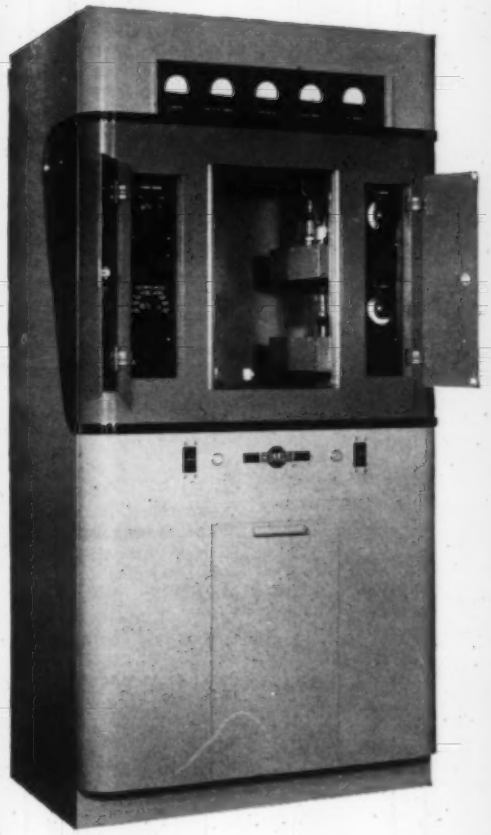
(Continued from page 32)

to learn more of what democracy means in today's turbulent society. And I hope that, in so doing, they will make us older folks more keenly aware of our advantages and our responsibilities.

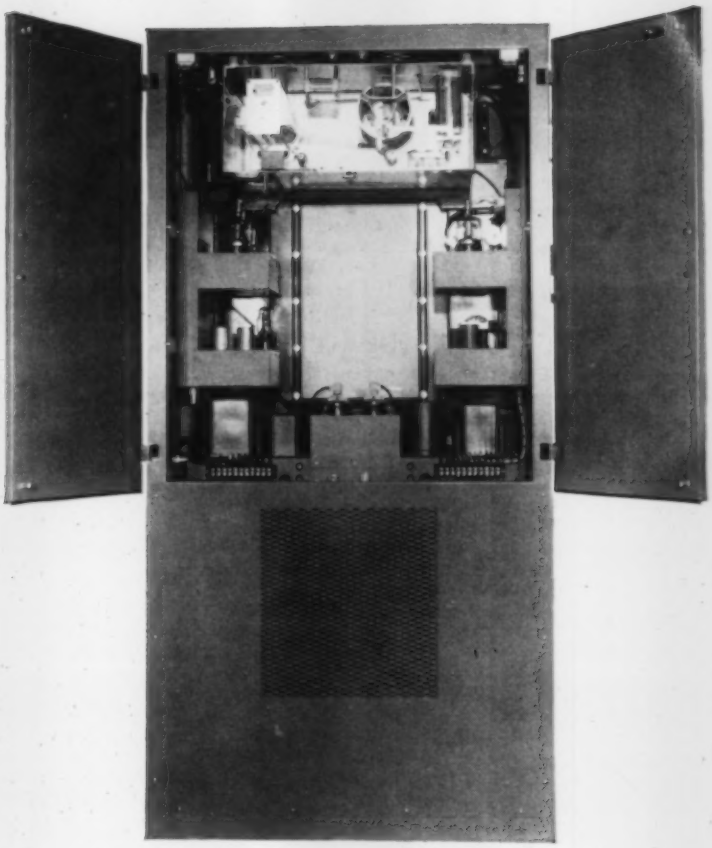
Model talks are being heard nationwide on stations. Those who transcribed talks were Messrs. McDaniel and Fellows; Dr. Earl J. McGrath, U. S. Commissioner of Education; Rev. Frederic Brown Harris, chaplain, U. S. Senate; Sen. Edwin C. Johnson (D-Colo.); James W. Young, Ford Foundation.

Contest judges are Sen. J. W. Fulbright (D-Ark.); Seymour N. Siegel, president, National Assn. of Educational Broadcasters; Wayne Coy, FCC chairman; The Rt. Rev. Angus Dun, Bishop, Diocese of Washington; Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs; Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force; Joseph B. Chaplin, president, National Assn. of Secondary School Principals; Jan Geister, winner, 1947 contest; Philip Murray, president, CIO.

Here is the new 300J . . . open for your inspection



Note that all tubes are visible through the front window, and all controls and meters are located on the front. The sleek new 300J leaves nothing to be desired in convenience of operation.



Back view with doors open and rear plate removed from output network shield. Note easy accessibility of tubes, components, and terminals. The power supply is easy to reach by removing the lower plate containing the air filter.

THE Collins 300J 250 watt AM transmitter presents you with the latest and longest step in advanced design. The smart styling of its full size, two-tone grey cabinet reflects the up-to-the-minute engineering within.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived 4-125A tetrodes. Employment of these efficient tubes also permits the use of low drain receiver-type tubes in the driver stages. Only 16 tubes, of but 7 types, are employed in the entire transmitter!

Your chief engineer will be delighted with this new transmitter. Ease of operation and servicing has been brought to a new high, and Collins standards of excellence in components and workmanship insure reliability throughout a long life.

The 300J is now available *in limited quantities*. Write or wire your nearest Collins office today.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

2700 W. Olive Ave.
BURBANK

1937 Irving Blvd.
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

Defense Pinches

(Continued from page 24)

available.

What griped manufacturers at the threat of a ban on color research for the avowed purpose of freeing engineers for military work was the fact that the radio-TV manufacturing industry is about 60% engaged in such work now and is crying for more—especially in view of less-than-boom TV set sales.

What would we do with the few engineers freed by such an action, they asked.

Part of the discussion also centered on the implications that Mr. Wilson's action banning color set production indicated a new allocations policy by the Defense Mobilizer—the banning of end products.

Up to now, NPA has allocated a quota of controlled materials to each manufacturer, using a formula which is based on his "normal" years use. With that supply, the manufacturer is permitted, in general, to make anything he wanted.

NPA officials pointed out that NPA had put a limitation on the number of automobiles that can be manufactured with automatic transmissions.

This limitation was under their authority to approve new products, they said. But they demurred that Mr. Wilson's action on color sets indicated a radical new policy on end products.

During the Oct. 25 meeting, Mr. Wilson told of planes being ready for delivery with the exception of one vitally needed electronics item, a joint ODM-DPA release reported.

He also told the manufacturers, the release added, that he had asked the armed services to undertake a survey of their entire electronics needs and then to go to the electronics industry for all the additional help they needed.

The manufacturers asked that the defense mobilization's freeze on color TV manufacture be carefully watched so that when materials again became available production of color TV sets could be resumed. Mr. Wilson agreed to this.

General feeling was that materials would become more available late in 1952 or early in 1953.

Acceptance of the ban on production of color sets does not forbid the making of a few models for experimental and developmental work, it was understood.

Nor does it extend to color theatre-TV or industrial-TV developments.

CBS officials officially remained silent after the Wilson-manufacturers Washington meeting. However, in addition to Mr. Stanton's statement following the edict, Adrian Murphy, president of the CBS Laboratories Division, spoke to the Television Council and National Electronics Conference in Chicago (see separate story on page 70).

Best informed guess is that CBS felt that unless it got extra materials it needed to meet its 250,000-set goal for 1952, it would not be able to turn out more than 50,000 such sets.

And that number would hardly make a dent in the present 14,000,000 black-and-white market.

That being so, CBS accepted Mr. Wilson's request with alacrity.

High hopes are held for results of continued research, particularly a tri-color tube. CBS President Stanton in his statement two weeks ago emphasized that future for the field sequential color system.

At the time CBS discontinued colorcasts—without sets it was impractical to broadcast polychrome programs—it had reached a total of 12¼ hours of color programming a week.

Time values for these periods, when sold at black-and-white rates, would extend into several millions of dollars, it was estimated.

Network officials were considering plans for realigning their projected alternate Sunday afternoon color extravaganza—*Broadway's Best*, a series of hour-long productions by the Metropolitan Opera Co. and top-flight Broadway producers—for presentation in black-and-white, possibly in another time slot.

Although it had not been decided whether this proposed color series could be converted to black-and-white, it was expected that several of the color program would be.

Network officials announced the *Whistling Wizard*, a Baird Puppets' fantasy, which had just started in color as a quarter-hour late-afternoon show five times a week, would be seen in monochrome as a weekly half-hour feature starting Nov. 3 (Sat., 11-11:30 p.m. EST).

Black-and-white football telecasts also are being substituted for football colorcasts.

Assignments of Officials

Similarly, most of the officials heretofore concerned with color TV were expected to be absorbed in black-and-white operations. Dr. Peter C. Goldmark, who developed the CBS color system, was deemed certain to continue as vice president of the CBS Laboratories Division. Henry White, the network's color coordinator, is expected to enter the business end of the TV network division. William Hylan, assistant sales manager in charge of color sales, and Fred Rickey, executive producer for color, also were thought to be slated for duties in their respective fields in black-and-white.

Last week also saw publication of the special color television October issue of the proceedings of the Institute of Radio Engineers.

Comprising 220 pages of the issue, technical articles range from a general detailing of the pros and cons of the field sequential (CBS) system and the "color-subcarrier" system (RCA and NTSC) to such subjects as colorimetry, tri-color tubes, phosphors, spectrum utilization, etc.

NTSC also put out the first of a series of monographs, *The National Television System Committee Color Television Standards*, by Panel 12 (Color System Analysis). It is a brief explanation of what NTSC is working on—a compatible, all-electronic system.

RCA demonstrated for newsmen five types of tri-color tubes at the RCA Exhibition Hall in New York last Tuesday.

During the demonstration, Dr. E. W. Engstrom, vice president of RCA Laboratories Division, said that after the recommended NTSC change is made in its system and is field tested, the Laboratories Division will tell the company that the system is ready for application to the FCC.

* * *

Those attending the ODM-DPA meeting last Thursday were: Brig. General David Sarnoff and Frank M. Folsom, RCA; Frank Stanton, CBS; Dr. Allen B. DuMont, DuMont Labs.; Barney Balaban, Paramount Pictures; William Balderston, Philco; Benjamin Abrams, Emerson; Paul V. Galvin, Motorola; Dr. W. R. G. Baker and Herbert M. Estes, GE; Richard A. Graver, Admiral; Richard Hodgson, Chromatic Television Labs. (half-owned by Paramount Pictures); Arthur Matthews and C. J. Burnside, Color Television Inc.; Louis Clement, Crosley; Fred Gluck, Fada; W. A. MacDonald, Hazeltine; John A. Rankin, Magnavox; W. L. Viergever, Meck; Joe Friedman, Trav-Ler; H. A. Gumz, Webster-Chicago; Robert S. Alexander, Wells-Gardner; F. M. Sloan, Westinghouse; R. F. Sherwood and Ernest Kohler, Hallicrafters; Louis A. Movins, Paramount Film Distributing Corp.; Paul Porter, attorney for Paramount Pictures; William A. Roberts, attorney for DuMont Labs.

Attending RTMA's TV Committee meeting were the following: Dr. W. R. G. Baker, GE, chairman; William Balderston, Philco; W. A. MacDonald, Hazeltine; L. M. Clement, Crosley; W. L. Webb, Bendix; Robert S. Alexander, Wells-Gardner; J. B. Elliott, RCA Victor; R. J. Sherwood and Ernest Kohler, Hallicrafters; H. C. Bonfig, Zenith; Dr. Allen B. DuMont, Dumont Labs.; Paul V. Galvin, Motorola.

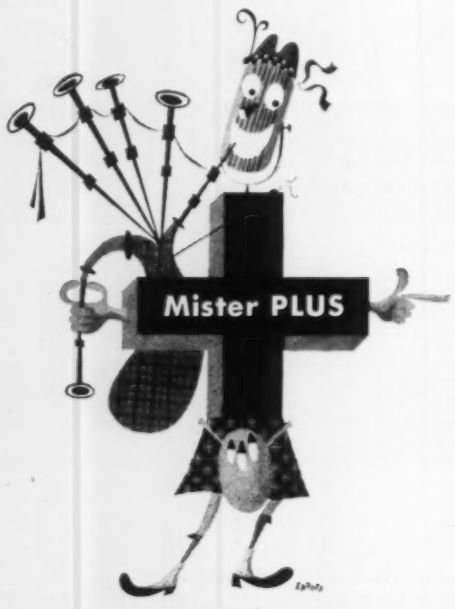
NLRB PETITION

RWG Approves Withdrawal

MEMBERS of the Radio Writers Guild last week approved a decision to withdraw the unit's NLRB petition, but asserted they had "a moral obligation" to hold a special meeting for petition signers to tell them their action was a result of the Authors' League of America directive [B•T, Oct. 22].

A referendum was sent out to petition signers Wednesday asking for their endorsement or non-endorsement of guild action.

ALA, parent body of RWG, was waiting meanwhile for actual withdrawal of the petition to reopen contract negotiations with the networks, interrupted by the petition.



Mister MacPLUS, in kilts of plaid,
Can pipe one ballad clear:
"Let ithers take the high road, lad,
Ye'll profit r-r-richer here!"

For canny THRIFT, it's MBS!
Here, by the MacPLUS Plan,
A client can get more for less;
Canny? You bet he can!

—the difference is MUTUAL!

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

Service to Agriculture

THE SAME FORMULA FOR TEN YEARS — the formula which spells SERVICE TO AGRICULTURE — that is the secret of KVOO's great Farm Department which this month celebrates 10 years of outstanding service to agriculture in the Southwest. The ownership and management of this station are proud of the accomplishments of the KVOO Farm Staff but, more than this, here is what others have to say:

"Much of the progress made in agriculture and better home living throughout the state is a result of the fine work the KVOO farm department is doing . . . we credit much of our progress to the cooperation we have had."—OKLAHOMA A. & M. COLLEGE EXTENSION.

"In 1950 Oklahoma farmers used 19 times as much fertilizer as in 1940 . . . It is significant that KVOO's Farm Department has been active the past decade."—NATIONAL FERTILIZER ASSOCIATION.

"To your farm department goes a great deal of credit for the high plane which 4-H work has attained."—OKLAHOMA 4-H CLUBS.

"Your efforts have contributed immeasurably to the fact that the estimated dollar value of Oklahoma land is now far above the national average. Not so many years ago this was not the case."—GOVERNOR, STATE OF OKLAHOMA.

"Your station has given us outstanding results and that is why we have stayed on it year in and year out . . . while sales throughout Oklahoma are generally fine, our intensified sales match very closely with your primary coverage map."—DR. L. E. LE GEAR MEDICINE CO.

"If Sam Schneider and KVOO hadn't done a good job, we certainly would not have recommended this type radio program (Rural Route 1170) as our major radio effort in the important grainbelt area."—RALSTON PURINA COMPANY.

For the opportunity of serving our great Southwest we are grateful; to our many good clients, some of whom have been with us 10 years without interruption, we say "thank you," and to all we promise continuing devotion to our ideal, to perform consistently in the service of agriculture to the end that our nation may be stronger, happier and wealthier in the basics of our nation — a virile agriculture! Write for the KVOO farm story, just out, entitled "Actions Speak Louder Than Words." It's yours for the asking. Address KVOO Farm Department.

Edward Petry & Co., Inc., National Representatives

Oklahoma's Greatest Station

KVOO

TULSA, OKLAHOMA

50,000 Watts
1170 KC
NBC AFFILIATE

RALSTON PURINA

ANCHOR AG-STONE

DR. L. D. LE GEAR MEDICINE Company

Oklahoma TIRE & SUPPLY CO.

SAM SCHNEIDER
KVOO Farm Department Director

ALLIED LUMBER CO.

BEM BRAND FERTILIZER

ALLIS-CHALMERS TRACTOR DIVISION

SKELLY AWARD

TABLE III

GROSS RADIO NETWORK TIME SALES FOR AUGUST AND JAN.-AUG. 1951 BY PRODUCT GROUPS

COMPARED TO SAME PERIOD, 1950

PRODUCT GROUP	August 1951	Jan.-Aug. 1951	August 1950	Jan.-Aug. 1950
Agriculture & Farming	$36,496	$416,715	$74,670	$685,266
Apparel, Footwear & Acces.	10,534	502,031	76,571	816,906
Automotive, Automotive Acces. & Equip.	256,302	2,814,592	297,040	3,591,555
Aviation (Etc.)	.....	.....	.....	.....
Beer, Wine & Liquor	413,200	2,505,869	115,209	1,729,549
Bldg. Materials, Equip. & Fixtures	128,040	944,158	104,873	893,783
Confectionery & Soft Drinks	535,066	4,295,945	318,982	4,629,071
Consumer Services	80,365	1,911,812	.....	.....
Drugs & Remedies	1,410,785	15,446,702	1,896,578	16,673,928*
Entertainment (Etc.)	.....	.....	.....	.....
Food & Food Products	2,789,793	28,946,454	3,052,005	29,636,959
Gasoline, Lubricants & Other Fuels	440,112	3,903,666	475,045	3,426,152
Horticulture	.....	86,394	.....	105,696
Household Equipment & Supplies	221,782	1,868,801	302,252	2,213,029
Household Furnishings	65,735	639,374	39,320	327,244
Industrial Materials	111,198	1,321,913	124,323	1,382,682
Insurance	282,992	2,124,272	232,036	1,918,397
Jewelry, Optical Goods & Cameras	71,964	763,394	.....	960,708
Office Equip., Stationery & Writing Sup.	.....	389,292	66,588	964,018
Political	....	.....	704	24,408
Publishing & Media	17,769	221,941	11,480	594,423
Radios, TV Sets, Musical Inst. & Acces.	314,374	1,849,849	.....	613,803
Retail Stores & Direct By Mail	947	27,101	.....	.....
Smoking Materials	1,331,076	13,851,219	1,562,090	15,517,816
Soaps, Cleansers & Polishes	1,204,336	12,065,197	1,433,312	13,557,928
Sporting Goods & Toys	.....	.....	29,614	29,614
Toiletries & Toilet Goods	1,648,972	17,946,770	1,725,538	16,673,928*
Transportation, Hotels & Resorts	76,078	824,966	66,228	585,783
Miscellaneous	356,245	3,375,593	357,538	3,467,778
TOTAL	$11,804,161	$119,044,020	$12,361,996	$121,020,424

Source: Publishers Information Bureau.
* Identical figures for Drugs and Toiletries look peculiar.

COPY STUDY

Planned by BAB, ARBI, KOMO, Bon Marche

WILLIAM B. RYAN, president of Broadcast Advertising Bureau, last week reported he had made arrangements with Advertising Research Bureau Inc. (ARBI) for a special study of the effectiveness of radio copy.

To be conducted in Seattle, the study will have BAB, ARBI, KOMO Seattle and Bon Marche Dept. Store as participants. The effectiveness of various radio copy approaches, appeals to specific types of audience, uses of certain approaches at various times of the broadcast day, etc., will be tested.

Mr. Ryan also announced appointment of Kevin B. Sweeney, Don Lee Television sales manager, Hollywood, to director of national promotion for BAB (see early story page 60).

For the special study, KOMO is donating time and radio facilities and BAB is financing the project. The Bon Marche, BAB reported, has "enthusiastically indicated its desire to assist," and is lending merchandising assistance, personnel and facilities.

"Radio copy," Mr. Ryan said, "so vitally essential to the efficacy of radio advertising, has never really been researched on this basis. We have no illusions about achieving any all-inclusive, definitive results. But radio has always needed some indication of what its advertising copy could or could not do. This BAB-ARBI survey will give the radio industry and its advertisers at least important leads in this facet of broadcasting and indicate patterns for further study in other markets and for a variety of radio-advertised products and services."

It will be the second BAB-ARBI tie-up. Some time ago BAB arranged for publication of analyses of 50 ARBI point-of-sale surveys of the comparative effectiveness of radio vs. newspaper advertising. These analyses will be issued shortly under the title "Count Your Customers."

Joseph B. Ward, ARBI president, stressed that the special copy survey and the analyses of radio-vs.-newspaper studies are not comparable—the new one being a laboratory study of one phase of broadcasting, while the analyses show comparisons of two competitive media.

Mr. Ryan also announced that BAB is preparing a "definitive analysis of the merchandising practices of America's radio stations," based on a survey of 1,000 stations which elicited a response of 322 members. BAB said this analysis will provide "what is probably radio's first intensive and comprehensive survey of what stations do for advertisers to merchandise radio-advertised products, on what basis this merchandising is offered and the specific nature of such merchandising cooperation."

LICENSE DENIAL

FCC Upheld in Court

RIGHT of the FCC to deny licenses to Rev. J. Harold Smith and wife for radio stations in Knoxville, Tenn., was upheld last week by the U. S. Court of Appeals in the District of Columbia.

Court held that the Commission was within its rights when it denied a license to WIBK and turned down same company's application for an FM station [B•T, Aug. 15, 1949].

FCC granted a CP for WIBK in 1946. Subsequently the same company applied for an FM station.

When the company applied for a license in 1947, after constructing its AM station, the Commission set both the license application and the FM application for hearing on the grounds that Rev. Smith had misrepresented his assets, his stockholdings in the broadcast company, and that he was not qualified to be a licensee.

Court, affirming the FCC decision of August 1949, not only agreed that the record "fully justifies and solidly supports the findings" but continued:

"It [the record] contained information showing not only that Rev. Smith had been intemperate in his writings, sermons and broadcasts but that he was an expert in vituperation and vilification."

NETWORK GROSS

AM Off, TV Increases For Nine Months

GROSS billings of both CBS Radio and Mutual during the first nine months of this year ran ahead of their totals for the comparable period of 1950, while the four-network figures for January-September 1951 showed a decline compared to the same period last year.

The four television networks meanwhile during the January-September period this year enjoyed gross time sales more than quadrupling the total of three networks (DuMont figures for 1950 not available) during the same three quarters of 1950.

These figures were compiled by Publishers Information Bureau for release today (Monday), showing gross time charges for each network in September 1951 as compared to September 1950, as well as cumulative nine month comparisons for each, plus totals. The PIB tables are as follows:

NETWORK RADIO

	September 1951	September 1950	Jan.-Sept. 1951	Jan.-Sept. 1950
*ABC	$2,165,971	$2,418,419	$24,029,153	$26,417,432
CBS	4,657,379	5,849,786	52,763,464	51,068,664
MBS	1,324,061	1,246,463	12,861,185	11,887,529
NBC	3,713,235	4,416,328	41,250,864	46,348,095
TOTAL:	$11,860,646	$13,930,996	$130,904,666	$135,721,720

(*) Revised Totals: May—$2,991,227
July—$2,267,674

NETWORK TELEVISION

	September 1951	September 1950	Jan.-Sept. 1951	Jan.-Sept. 1950
ABC-TV	$1,622,482	$461,822	$12,797,096	$2,864,724
CBS-TV	4,178,533	892,461	28,417,071	222,387
DuMont	738,578	†	5,207,574	†
NBC-TV	5,380,538	2,148,399	38,957,878	11,833,154
Total:	$11,920,131	$3,502,682	$85,379,619	$20,920,165

(†) Figures for 1950 not available.

P&G Time Cross

(Continued from page 25)

cumulative January-through-August list shows the first seven August product classes ranking in the same order as for the month. The eight-month tabulation, however, ranks advertising of miscellaneous products in eighth place, automotive advertising ninth and beer advertising tenth.

Top ten types of network advertising in August 1950 were: Foods, drugs, toiletries, smoking materials, laundry soaps and cleansers, gasoline and oil, miscellaneous, confections and soft drinks, household equipment and automotive.

AYER ELECTS

Shelly and Batten

CHANGES in top executives of N. W. Ayer & Sons, Philadelphia, announced last week by the agency with Warner S. Shelly, elected president. He succeeded H. A. Batten, who was named chairman of board and chief executive officer.

Mr. Shelly has been with the company since 1932 and is the fourth president to serve during the agency's 83 years. Mr. Batten marked his 40th anniversary with Ayer last Tuesday.

Richard W. Bannier

RICHARD W. BANNIER, 63, librarian and supervisor of music rights for ABC, died Wednesday while attending a conference in NBC offices. Mr. Bannier, a native New Yorker, was a violinist and had been a member of concert orchestras and ensembles. He worked for New York music publishers and NBC before joining ABC eight years ago. He is survived by his widow, a son, and a brother.

GREAT DAY IN THE MORNING!

ABC RADIO is so excited about its new weekday morning structure that we'd like to shout the news across every fence in the nation. Why? Because every one of these popular daytime dramas—like the rest of ABC's morning line-up—has been sold...and is doing hard selling for a top advertiser! Big things are happening at ABC these days... and this great story of morning radio is only *one* of them!

THERE'S MORE TO THIS STORY

SEE BACK COVER OF INSERT

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Prods. Drew Pearson (273) R	Pearson Pharm. My Friend Irma (191)	Quaker Challenge of the Yukon	Texas Rangers Joel McCrea S
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"
6:30	Stage 52 S	C-P-P Dental & Shave Creams Our Miss Brooks (191)	Nick Carter	Reynolds Metals The Big Show (167)
6:45	"	"	(6:55-7) Murine Cedric Foster	"
7:00	"	Amer. Tob. Co. Jack Benny (197) R	Under Arrest S	The Big Show OT
7:15	"	"	"	"
7:30	Ted Mack Family Hour S	Rexall Amos 'n' Andy (188)	Affairs of Peter Salem	" *OT
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Marie Lanza Show (200)	Singing Marshall	RCA Harris & Faye (168)
8:15	"	"	"	"
8:30	American Chicle Stop the Music (171)	Philip Morris Horace Heidt (186)	Enchanted Hour	U. S. Steel Theatre Guild on the Air (166)
8:45	Lorillard Stop the Music (198)	"	"	"
9:00	Warner-Hudnut Walter Winchell (281)	Electric Cos. Corliss Archer (177)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (283)	"	"	"
9:30	Ronson Art Metal Hollywood Stars on Stage	Carnation Co. Contented Hour (184)	This Is Europe	Philip Morris Eddie Cantor (147)
9:45	"	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (119)	Music For You	Okla. City Symphony	The Silent Men D. Fairbanks Jr. S
10:15	Gloria Parker Show S	"	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Choraliers (155)	"	NBC Jubilee Show L P 11 11
10:45	Dr. Gino S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Elmer Roper	Music	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (25)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	No Network Service (6:15-6:45)
	"	No Network	"	"
	"	P&G Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (124) R	Co-op Fulton Lewis Jr. (220)	Pure Oil Co. News Time (33)
	Co-op Elmer Davis	P&G Tide Jack Smith Show (151) R	Dinner Date S	No Network Service
	General Mills Lone Ranger (145) R	Campbell Soup Club 15 (164) R	Amer. School & Beltone alt. wks. Gabriel Heatter	Miles Labs News of World (158)
	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (105)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (155) H R
	The Big Hand S	Elec. Auto-Lite Suspense (184) R	Hashknife Hartley	AA of RR's Railroad Hour (171)
	"	"	"	"
	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (184) R	(8:30-8:55) Crime Fighters	Firestone Voice of Firestone (140)
	World Wide Flashes S	"	"	"
	Time For Defense S	Lever—Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (168) R
	"	"	"	"
	TBA	"	Co-op War Front—Home Front	Cities Service Band of America (97) N
	"	"	"	"
	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (174)	A. F. of L. Frank Edwards (131)	Coca-Cola Marie Lanza Show (171)
	Dream Harbor S	"	I Love A Mystery	"
	Latin Quarter Orchestra S	Phillips Petro Rex Allen Show (70)	Bands For Bonds	The Man Called "X" (171)
	"	Robert Q. Waxworks	"	"
	Band S	News	Co-op Baukhage Talking	News from NBC
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (25)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	No Network Service (6:15-6:45)
	"	No Network	"	"
	"	P&G Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (33)
	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (124) R	Fulton Lewis Jr. (220)	Pure Oil Co. News Time (29)
	Co-op Elmer Davis	P&G Tide Jack Smith Show (151) R	Dinner Date	No Network Service
	General Mills Mr. Mercury	Campbell Soup Club 15 (164) R	Gabriel Heatter	Miles Labs. News of World (158)
	"	Am. Oil-Hamm. Ed. R. Murrow (105)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (155) H R
	Chance of a Lifetime S	Mars People Are Funny (148) alt. wks	Count of Monte Cristo S	duPont Cavalcade of America (155)
	"	"	"	"
	Newsstand Theatre S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (192) R	Official Detective S	Lewis-Howe Co. Tums Hollywood Theatre (164)
	"	"	"	"
	Co-op Town Meeting	Wm Wrigley Life of Luigi (180)	John Steele Adventurer	Liggett & Myers Chesterfield Bob Hope (169)
	"	"	"	"
	"	Sterling Pursuit (142)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (122)
	Chr. S. Publ. Co. Chr. S. Monitor Views the News	"	"	"
	News of Tomorrow S	Meet Millie	A. F. of L. Frank Edwards (26)	Lever Bros. Big Town (133)
	Dream Harbor S	"	I Love A Mystery	"
	United—or Not? S	Robert Q's Waxworks	Dance Orchestra	Philip Morris Playhouse on Broadway (152)
	"	"	"	"
	Band S	News	Co-op Baukhage Talking	News from NBC
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDNESDAY

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (25)
	"	You and the World S
	"	No Network
	"	P&G Ivory Lowell Thomas (105)
	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (124) R
	Co-op Elmer Davis	P&G Tide Jack Smith Show (151) R
	General Mills Lone Ranger (145)	Campbell Soup Club 15 (164) R
	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (105)
	Sterling Mystery Theatre	Mr. Chameleon
	"	"
	American Chicle The Top Guy	Chesebrough Dr. Christian (178) R
	"	"
	Co-op Rogue's Gallery	Norge Red Skelton (54)
	"	"
	Co-op Mr. President	Liggett & Myers Bing Crosby (191)
	"	"
	News of Tomorrow S	Pabst Blue Ribbon Bouts (119)
	Dream Harbor S	"
	Club Can Do S	"
	Latin Quarter Orchestra S	"
	Band S	News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Keyboard Concerts	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Voice of Prophecy Prophecy, Inc. (105)	E. Power Biggs	Christian Rel. Church Back to God	We Remember (9:30-10 Spl.)
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (314)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (332)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (53) Spl.
11:15	"	"	Dixie 4 Quartet	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Carnival of Books
12:00 N	News S	People's Platform	College Choirs	America United S
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light S
12:45	"	Richfield Oil C. Collingwood (36)	Dawn Bible Frank & Ernest	"
1:00	San Francisco Sketch Book S	String Serenade	Vandeventer & The News S	Yesterday, Today & Tomorrow
1:15	"	"	Book Associates Various	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	General Foods Breakfast Club (261) R S	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	9:15-25 Co-op Tell Your Nghbr. 9:25-30 News	"
	"	"	Harmony Rangers	"
	Philco Corp Breakfast Club (290)	"	"	"
	Sterling Drug My True Story (216) R	Toni-Reid-Murdock, Arthur Godfrey (176) R	Co-op Cecil Brown (55)	P&G, Welcome Travelers (142)
	(See footnote)	Lever-Rinso Arthur Godfrey (178) R	Faith Our Time S	"
	General Mills Betty Crocker (202) R	Pillsbury Godfrey (188) R	Co-op Take a Number 10:30-10:55	Swift & Co. Red Foley Show (43) Spl.
	Philip Morris Against the Storm (228)	National Biscuit Arthur Godfrey (191) R	"	Campbell Double or Nothing 10:30-11 (132)
	Lever Bros. Lone Journey (148)	Liggett & Myers Arthur Godfrey (197) R	Sterling Drug Ladies Fair 11-11:25	C-P-P Strike It Rich (167)
	General Foods When a Girl Marries	"	"	"
	Bristol-Myers Break the Bank (MWF)	Contnl. Baking Grand Slam (48)	Lorillard-Kraft Queen for A Day	C-P-P King's Row (48)
	Philip Morris Break the Bank (TuTh)	P&G Ivory Snow Rosemary (148)	"	Armour Dial Dave Garroway (166)
	Prudential The Jack Berch Show	General Foods Wendy Warren (158)	Miles Labs Curt Massey Time	No Network Service
	Soratan Victor Lindlahr	Lever Bros. Aunt Jenny (143)	Lanny Ross S	Pickens Party S
	Not in Service	Whitehall Helen Trent (173)	Miscellaneous Program	No Network Service
	"	Whitehall Our Gal Sunday (168)	Bob Poole Show	"
	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (149)	Co-op Cedric Foster	Hometowners S
	Co-op Ted Malone	P&G Oxydol Ma Perkins (158)	1:15-1:25 H. Harding 1:25-1:30 News	Pickens Party Rpt.

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	Network Opens 10 a.m.	Come to Washington S
	"	Barnyard Follies S	"	"
	"	"	"	Brown Shoe (124) Smilin' Ed McConnell
	"	Garden Gate	"	"
	"	Lee Kolton Orchestra (153)	Miscellaneous Program S	Mind Your Manners
	"	Galen Drake	"	"
	Ralston Space Patrol	Make Way Youth	Leslie Nichols	Pet Milk Mary Lee Taylor (151)
	"	"	Helen Hall	"
	Junior Junction S	Cream of Wheat Let's Pretend (155)	Georgia Crackers	Tintair S. Maugham Theatre
	"	"	"	"
	Eddie Fisher Show	Cannon Mills Give & Take (149)	Army Field Band	Hollywood 4 Love Story S
	"	"	"	"
	101 Ranch Boys S	Armstrong Cork Theatre of Today (185)	Quaker Man on the Farm	Barriault Washington News
	"	"	"	Public Affairs S
	American Farmer S	Carnation, Stars Over Hollywood (150)	5th Army Band	U.S. Marine Band
	"	"	"	"
	Navy Hour S	Toni Grand.Can.Sta. (172)	Bands For Bonds	Allis-Chalmers Natl. Farm & H. Hour (168)
	"	"	"	"

WEDNESDAY

	ABC	CBS
1:30 PM	National Vespers S	
1:45	"	
2:00	Marines in Review S	
2:15	"	
2:30	Concert of Europe S	
2:45	"	
3:00	This Week Around the World S	
3:15	"	
3:30	Dr. Billy Graham Hour of Decision	
3:45	"	
4:00	Gospel Road, Old-Fashioned Revival Hr. (33)	
4:15	"	
4:30	"	
4:45	"	
5:00	Sylvania Dis. Sammy Kaye Sunday Serenade	
5:15	"	
5:30	Goodyear Ground Show	
5:45 PM	"	

TUESDAY		THURSDAY				FRIDAY				SATURDAY				
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (25)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro. Life Ins. Allan Jackson (25)	Repeat of Kid Strips	News Lionel Ricau S	Una May Carlisle S	Morton Salt Visitin' Time (7)	Caribbean Crossroads	Bob Warren News	6:00 PM
"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	Faith For The Future S	"	"	Earl Godwin's Washington	6:15
"	"	"	No Network	"	"	"	No Network	"	"	Harry Wismer S	Dr. Pepper Sports Roundup (48)	Organ Music	NBC Symphony Orchestra	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P&G—Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (32)	"	P&G—Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (33)	Labor-Management S	Richfield Oil L. Lesueur (36)	"	"	6:45
Fulton Lewis Jr. (328)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G—Oxy. Lava Dreft—Beulah (124) R	Fulton Lewis Jr. (329)	Pure Oil Co. News Time (30)	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (124) R	Fulton Lewis Jr. (329)	Pure Oil Co. News Time (33)	"	Johnny Dollar	Co-op Al Heifer	"	7:00
Dinner Date	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (151) R	Dinner Date	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (151) R	Co-op Tomorrow's Football	No Network Service	Co-op Bert Andrews	"	Twin Views of the News	"	7:15
Raymond Gabriel Heatter	Miles Labs News of World (158)	General Mills Silver Eagle (162)	Campbell Soup Club 15 (164) R	VCA Labs. Inc. Gabriel Heatter	Miles Labs News of World (159)	General Mills Lone Ranger (145)	Campbell Soup Club 15 (164) R	Pearson Pharm. Co. Gabriel Heatter	Miles Labs News of World (159)	TBA	R. J. Reynolds Vaughn Monroe (174) R	Comedy of Errors (7:30-7:50)	Archie Andrews S	7:30
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (155) H R	"	Am. Oil-Hamm. Ed. R. Murrow (105)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (156) H R	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (105)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (156) H R	"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
The Hidden Truth S	Schlitz Brewing Halls of Ivy (169)	American Chicle Defense Attorney	Wildroot F.B.I. In Peace & War (151) R	California Caravan S	General Foods Father Knows Best (161)	R. J. Reynolds Richard Diamond	Sylvania Grantland Rice (90)	Magazine Theatre	General Foods Roy Rogers (171)	Dancing Party S	Wrigley Gene Autry (176)	20 Questions	Magnificent Montague S	8:00
"	"	"	"	"	"	"	Musicland USA	"	"	"	"	"	"	8:15
International Airport	Kraft Gildersleeve (155)	Hollywood Star Playhouse S	Hall Bros. Hallmark Playhouse (182) R	Pal Blades Rod & Gun Club (135)	Mr. Keen Tracer of Lost Persons *OT	Equitable Life This Is Your FBI (288) R	"	Dance Orchestra	The Martin & Lewis Show *OT	"	GF-Post Cereal HopalongCassidy (154)	Take a Number	Bob & Ray	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
L&M Plus S	DeSoto Plymouth Dealers, You Bet Your Life (167)	Lorillard Amateur Hour (232)	Insp. Hearthstone	True or False	L&M Fatima Dragnet (167) R	Heinz Ozze & Harriet	The Big Time	Armed Forces Review	Duffy's Tavern S	"	GF-Grape-Nuts Gangbusters (157)	Hawaii Calls	Talent Search Country Style S	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Family Theatre S	Am. Cig. & Cig. The Big Story (174)	"	Operation Underground	Co-op Reporter's Roundup	Gulf Refining Counterspy (118)	Bristol-Myers Mr. District Attorney	"	Bandstand U.S.A.	You Cant Take It With You S	"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (162)	9:30
"	"	Foreign Reporter S	"	"	"	"	Paul Weston Show	"	"	"	"	"	"	9:45
A.F. of L. Frank Edwards (121)	Barrie Craig Conf. Investigator S	News of Tomorrow S'	The Lineup	A. F. of L. Frank Edwards (28)	Amer. Tob. Co. Your Hit Parade (168)	Gillette Fights	Capitol Cloakroom	A. F. of L. Frank Edwards (131)	Night Beat S	Saturday at Shamrock S	Robert Q's Waxworks	Chicago Theatre of the Air S	Dangerous Assignment S	10:00
I Love A Mystery	"	Dream Harbor S	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"	"	"	"	10:15
Dance Orchestra S	RCA Meredith Willson (168)	Operation Dixie S	Robert Q's Waxworks	Dance Orchestra	Al Goodman's Musical Album	"	Dance Orchestra	Dance Orchestra	On the Spot	Hotel Claremont S	"	"	Jane Ace—Disc Jockey S	10:30
"	"	"	"	"	"	American Sports Page S	"	"	Pro & Con S	New Yorkers S	"	"	"	10:45
Co-op Boukhage Talking	News from NBC	Band S	News	Co-op Boukhage Talking	News from NBC	Band S	News	Co-op Boukhage Talking	News from NBC	News	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Buddy Weed Trio S	Dance Orchestra	Dance Orchestra	Silver Jubilee	11:15 PM

AYTIME

SUNDAY			MONDAY - FRIDAY				SATURDAY			
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Starlight Melodies	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (151)	Luncheon with Lopez	Co-op News George Hicks S	Luncheon with Lopez	Carter City Hospital (148)	Dance Orchestra	Rio Rhythms
"	"	"	"	P&G Duz Guiding Light (154)	"	Wesson Oil Dr. Paul (47)	"	"	"	"
Longines-Wittnauer Symphonette (154)	Top Tunes with Trendler	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (78) Grady Cole (40)	Dixieland Matinee	Campbell Soup Double or Nothing (130)	Football	Hormel & Co. Music with H. Girls (119)	Harmony Rangers	Musicana
"	"	"	"	P&G Tide Perry Mason (157)	"	"	"	"	"	"
New York Philharmonic Orchestra (158)	Co-op Bill Cunningham (72)	Amer. Trucking Amer. Forum of the Air (167)	Family Circle S	Toni Co. Nora Drake (159)	Say It with Music	General Mills Live Like A Millionaire (74)	"	General Electric CBS Football Round-Up (147)	Sports Parade	Football Games TBA
"	Report From Pentagon	"	"	P&G Ivory Fl. Brighter Day (138)	"	Amer. Tob. Co. Benghart 2:55	"	"	Co-op Football	"
"	Bandstand U.S.A.	Hormel, Music with the Hormel Girls (45)	"	Miles Labs Hilltop House (142)	Co-op Poole's Paradise	P&G Life-Beautiful (114)	"	"	"	"
"	"	"	(See footnote)	Pillsbury House Party (160)	"	P&G Road of Life (154)	"	"	"	"
"	Air Force Hour	Am. Dairy Assn. David Lawrence (167)	Mary Marlin S	"	"	P&G Pepper Young (158)	"	"	"	"
"	"	Belmont Radio John C. Swayze (139)	Philip Morris Romance of Evelyn Winters	Winner Take All	"	P&G Right to Happiness (155)	"	"	"	"
L. Lesueur* News	Bobby Benson	The Falcon S	Valiant Lady S	"	Miscellaneous Programs	P&G Backstage Wife (143)	"	"	"	"
Bellows Ed C. Hill (Mr. wks. (137)	"	"	Marriage for Two S	"	4:25 News S	Sterling Drug Stella Dallas (147)	"	"	"	"
Frankie Lane (140)	Kollegg Wild Bill Hickok (4:30-4:55)	U. S. Tobacco Martin Kane (167)	The Perfect Husband Co-op	Treasury Bandstand	Mert's Record Adventures M-F 4:30-5	Sterling Drug Young Widder Brown (147)	"	"	"	Downbeamers
"	News (4:55-5)	"	"	4:55-5 News	Bobby Benson M-W-F 5-5:30 S	Manhtn. Soap Woman in My House (168)	"	"	"	"
Kaiser Arthur Godfrey (90)	Wildroot The Shadow	The Whisperer S	Big Jon & Sparkie S	Tu Music You Know MW	Quaker Ghall. of Yukon Tu-Th 5-5:30	Whitehall Just Plain Bill (137)	Roseland Ballroom S	"	"	Big City Serenade
"	"	"	"	The Chicagoans Th-F St. Louis Mst.	5:30-5:55 Tu & Th, Derby Sky King	Whitehall Front Page Farrell (134)	"	"	"	"
How To	Williamson True Detective Mysteries (483)	Now Hear This	Kollegg Co. Mark Trail Victor Borge (MWF) Fun Factory (TuTh) S	Top Tune Time	5:30-5:55 MWF Kollegg Clyde Beatty	P&G Lorenzo Jones (42)	"	Saturday at the Chase	Matinee At Meadowbrook	Football Scores
"	"	"	"	Miles Labs Curt Massey Time (148) R	M-F 5:55-6 Tex Fletcher	Bob & Ray	Club Aluminum Club Time (20)	R. J. Reynolds Camel Score Board (118)	"	Mutual Benefit Ins., Bob Considine (185)

tions; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EST.

ABC

8:55-9:00 a.m., M.-F., Hazel Bishop, J. Sims.; 10:25-30 a.m. M.-F., General Mills, E. Arnold 3:25-30 p.m. M.-F., Dulany & Sons, Daily Double; 7:30-8 p.m. M.W.F., American Bakeries (over Southeastern stations), The Lone Ranger.

CBS

8:30-9:15 a.m. Sun., General Foods, Sunday Morning Gatherin', 107 stas.
8:30-8:45 a.m. M-F, General Foods, Renfro Valley Country Store, 60.
10:25-10:30 a.m. Sat., Economic Labs, Galen Drake, 158 stations.
11-11:05 a.m. Sat., Campana Sales Co. Bill Shadel News, 182 stations.
3:55-4 p.m. Mon.-Fri., Pillsbury, Galen Drake, 184 stations.
9:25-9:30 p.m. Sat., General Foods, Bill Shadel—News (154).
10:25-10:30 a.m. Sat., Economic Labs, Galen Drake, 184 stations.
*4-4:05 p.m. Sun., No. Amer. Van Lines, Jay Stewart, Fan Mail, 191 stations.

MBS

7:55-8 p.m. Mon.-Fri., Miller Brew Co. News.
8:55-9 p.m. Mon.-Fri., Bill Henry & the News. Johns-Manville, 434 stas.
8:55-9 a.m. Mon.-Fri., Les Higbie and the News, American Tobacco Co.
10:25-10:30, 11:25-11:30 a.m. Mon.-Fri., 12:25-30, 2:25-30, 3:25-30, Mon., Fri., Bab-O Reporter, B. T. Babbit Inc.
10:55-11 a.m. Mon.-Fri., Talk Back With Happy Felton, American Tobacco Co.
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.

NBC

*OT — Operation Tandem, Whitehall Amer. Chicle, Liggett & Myers.
8-8:15 a.m., Skelly Oil Co. Mon.-Fri., News, 28 stations. Sat., This Farming Business.
10:45-11 a.m. Mon.-Fri., Hymn Time, General Mills, 10 stations.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
Oct. 29, 1951
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GREAT DAY IN THE AFTERNOON, TOO!

Now, ABC intends to follow up its popular morning programs with an equally successful afternoon schedule. To begin with, we've taken the four favorite dramatic serials listed above and programed them back to back—forming an uninterrupted hour of listening pleasure. These shows—like all ABC's afternoon programs—will have a major priority on advertising and publicity during the coming months. They offer sponsors the most profitable buy in radio today! For information about these and other ABC afternoon shows, contact ABC Radio Sales today!

ABC RADIO

American Broadcasting Company

L.A. RADIO STRONG

LOS ANGELES, the second largest TV market in the U. S. and city of seven television stations, has more radio sets in automobiles alone than television receivers.

This fact about radio's position in the West Coast's prime market—"where radio reaches just 1% less than everybody"—is revealed in Part II of the KNX Los Angeles study of local radio and television audiences.

Part II of the study was released last Thursday by Sherril Taylor, KNX sales promotion manager. Part I was issued in mid-October [B•T, Oct. 22].

Based on a special Pulse survey of radio ratings in Los Angeles television homes during March-April, 1951, the second part of the study examines relative audience size and cost-per-thousand of radio and television in the market.

Radio, with a 98.7% penetration of Los Angeles homes, has a combined penetration 31% greater than the next medium, combined metropolitan newspapers, the report reveals. Radio's saturation is such that in Los Angeles there are 2.5 radio sets for every dwelling unit, the report shows.

It points out that radio listening is on increase in Los Angeles, with figures showing an 8.2% gain in the last five years. In Los Angeles, where there are 4.7 radio sets for every television set, there are more radios in automobiles alone—1,309,137—than there are television sets in homes, the findings disclose.

The survey reveals that for every 10 radio sets in use in radio homes there are seven radio sets in use in television homes.

Network Comparisons

"Those big network TV shows may get terrific ratings—but not in Los Angeles," the report continues, investigating TV program preference in the West Coast city.

It shows that "top ten" network video programs have an average rating of only 13.3 in Los Angeles as compared with a national 30.9 average for "top ten" TV network programs. The "top ten" national TV programs show an average rating of 58% greater than the 10 most popular television programs in Los Angeles, it explains.

Based on Los Angeles and multi-market Telepulse for May 1951, the report lists losses suffered in Los Angeles ratings by *Texaco Star Theater*, which rated 45.3 in multi-market but was only 28.4 in Los Angeles. Other multi-market and Los Angeles ratings cited were:

Your Show of Shows, 32.3 and 10.3; *Philco Playhouse*, 31.0 and 8.3; *Godfrey's Talent Scouts*, 30.7 and 8.3; *Fireside Theatre*, 30.3 and 15.0; *Comedy Hour*, 29.4 and 13.9; *Toast of the Town*, 29.3 and 15.8; *Godfrey and His Friends*, 29.0 and 10.0; *Studio One*, 26.4 and 10.6; *Mama*, 25.8 and 11.8.

In Los Angeles itself, *Texaco Star Theatre* topped all shows, Pulse indicated. Only other TV network programs to make "top ten" television ratings were *Alan Young Show* and *Comedy Hour*, which were fourth and fifth.

Comparing average nighttime quarter hour, the report concludes that one station, for example, at a cost 57% less per 1,000 than television, delivers 78% more audience than competing television stations.

KNX Study Finds

FM DIRECTOR

Ballots to Be Mailed

THIRTEEN FM broadcasters will compete for a vacancy on the NARTB board of directors following closing of nominations Thursday night, according to C. E. Arney Jr., NARTB secretary-treasurer.

Their names will appear on ballots soon to be mailed to the 362 FM stations eligible to vote. Vacancy on the board was created when Frank U. Fletcher sold his half-interest in WARL-AM-FM Arlington, Va. Mr. Fletcher was serving his second term as FM director.

Nominating ballots closed at 5 p.m. Thursday. Fourteen were nominated but one candidate withdrew. Each station was permitted to send in two nominees.

Election ballots must be at NARTB Washington quarters by midnight Nov. 12. The successful candidate will take office immediately as FM director for a term ending during the annual convention next April. Ben Strouse, WWDC-FM Washington, is the other FM director.

FM Post Nominees

The 13 nominees in the contest, which Mr. Arney said drew lively interest from all 17 districts, are: Paul R. Bartlett, KRFM (FM) Fresno, Calif.; Edward Breen, KFMY (FM) Fort Dodge, Ia., a former board member; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Everett L. Dillard, WASH (FM) Washington, a former board member; E. T. Flaherty, KSCJ-FM Sioux City, Ia.; E. J. Gluck, WSOC-FM Charlotte, N. C.; Simon R. Goldman, WJTN-FM Jamestown, N. Y.; K. S. Gordon, KDTH-FM Dubuque, Ia.; Michael R. Hanna, WHCU-FM Ithaca, N. C., a former board member; J. Frank Jarman, WDNC-FM Durham, N. C.; Henry P. Johnston, WSGN-FM Birmingham, a former board member; Howard Lane, WFMF (FM) Chicago, a former board member; Edward A. Wheeler, WEAW (FM) Evanston, Ill.

Nominee names will appear on the ballot in alphabetical order.

FINIS WBAL CASE

No Policy Change—Provost

THERE WILL be no change in the operating policies of the WBAL properties in Baltimore, now that WBAL again is operating under regular license after six years of litigation, D. L. (Tony) Provost, vice president and general manager of Hearst Radio Inc., stated last Friday.

Queried on the final phase of the application of Public Service Broadcasting Co. (Drew Pearson-Robert S. Allen) for the WBAL-AM facilities, in a case growing out of the so-called FCC Blue Book proceedings, Mr. Provost said the operations of the Hearst stations always have been evolved with the public interest uppermost. The stations will continue in that tradition, he asserted.

The FCC on Sept. 14 denied the Pearson-Allen plea for a re-hearing in the only test case to evolve from the Blue Book of 1946. The 20-day period during which an appeal might have been taken expired on Oct. 4 and the decision favoring WBAL thus became final.

KBS LIBRARY

Offered to Affiliates

KEYSTONE Broadcasting System has resumed its library service and is offering package programs to its 476 affiliates without cost, KBS President Sidney J. Wolf has announced. Offer is effective immediately.

Standard, classical, semi-classical, hillbilly and folk music arrangements are included and may be used "either on a sustaining or commercial basis according to the local programming needs of the individual station," Mr. Wolf said. The music arrangements are exclusively owned by KBS.

Keystone comprises stations serving rural areas with populations ranging from 10,000 to 50,000 and claims to be the only national network without a single outlet located in a television-station city.

Because of its emphasis on rural market audience, Keystone said, it is able to report a substantial boost in billings for 1951. Network points out it has added such accounts as General Mills, General Foods, Pillsbury, Lever Bros., Sterling Drug and Whitehall Pharmacal.

EXCESS PROFITS

Senate Puts in Change

THE NEW TAX bill, passed by the Senate last week, picked up a modification to its television excess profits relief section in its final rounds on Capitol Hill.

In its second visit to conferees, a revision was made at the request of the Treasury Dept. Briefly, it prohibits the TV broadcaster to lump together his radio and television assets for the purpose of computing his final excess profits tax.

Reason for the change was that the Treasury feared the bill as originally written would leave a loophole for the TV broadcaster to add his radio asset with TV thus lowering the radio-TV base. The new language makes it mandatory to separate the two for computation.

TRENDEX Inc., New York, has announced addition of Lennen & Mitchell, Ellington & Co. and Esso Standard Oil Co. as subscribers to the new "Trendex TV Program Report," first issue of which was released Oct. 15.

CIO RADIO

Cited at Mich. Seminar

LABOR can use radio to good advantage—in fact, the CIO delivered "one of the strongest blows" in challenging anti-labor propaganda over 14 Michigan stations.

This view was expressed by Barney Hopkins, Michigan CIO council secretary-treasurer, in a radio seminar held Oct. 20-21 on the campus of Western Michigan College of Education. The state's CIO radio record is "impressive" and has drawn acclaim by public agencies, he said.

Representatives from 9 of the 14 CIO radio programs took part in the two-day institute sponsored by the Michigan CIO Education Dept. in cooperation with the college's extension department and its FM outlet, WMCR. Participants were commentators or CIO radio committee members.

Mr. Hopkins also cited a commendation extended to the council by the U. S. Treasury Dept. Citation lauded the CIO's cooperation in using its programs to present public service talks on defense bond purchases.

Layman's View

Class and workshop sessions were held in WMCR (FM) Studios. Panel discussion was held on "What a Layman Expects from a Union Radio Program." Wallace Garneau, WMCR-FM manager, and college officials participated. Station aired the tape-recorded discussions later.

Panel members also were told of a primary need to use radio as a means of instructing the public in recognition of unions as public service institutions. Music and interview formats were urged.

Workshop sessions also dealt with evaluation of tape-recorded programs presented by commentators over local stations. Others were devoted to training of new personnel in programming techniques.

A new industrial safety radio series, slated for presentation by UAW-CIO's WDET (FM) Detroit, was previewed. Series will be offered by the union's radio department to stations as public service broadcasts.

Another radio institute is planned by the Michigan CIO Education Dept. for January.

SAME WORDS, SAME MUSIC . . . JUST A DIFFERENT YEAR

THE SPORTS CRY OF 'WOLF'—'32 VERSION

By WILLIAM RUCHTI

". . . WIDESPREAD controversy has been provoked both in broadcasting and sporting circles during the last fortnight. The decision of the Eastern Intercollegiate Assn. to prohibit the broadcasting of football games under its jurisdiction started the furore. . . ."

* * *

That was a 1932 report of BROADCASTING • TELECASTING (then BROADCASTING, the News Magazine of The Fifth Estate) when colleges considered radio as great an intruder for football coverage as some of them think television is now.

Ruckus started when the Athletic Commission disagreed with descriptions of the Schmeling-Sharkey championship bout carried on N B C, BROADCASTING reported. Fight promoters, watching the gate, ruled that future boxing events could be aired only if they were described by "experts" selected or approved by the Athletic Commission. The EIA followed suit and on June 28, ruled that radio was forbidden at its 12 member schools. Radiomen immediately countered with charges of a "direct attempt to censor" the medium.

Just about everyone had something to say about the dispute, including Westbrook Pegler, "noted syndicate writer of the *Chicago Tribune*" who said that similar attempts to bar newspapers would revive the old mischievous daring and resourcefulness of the craft in going to any end to get the story. "But, of course, the broadcasters cannot do anything of the kind," he wrote. "There are too many practical difficulties, and anyway, radio, as a news agency, started out wrong. Radio began by asking people's very kind permission to cover this or that event of news interest and, in many cases, paying heavily for the privilege."

But Pegler Was Wrong

Mr. Pegler was almost immediately proved wrong by W. E. Walker, manager of WIBA Madison, when the Big Ten Conference followed the eastern lead and threatened to ban football broadcasts in the Midwest. With his station jointly owned by *The Capital Times* and the *Wisconsin State Journal*, Mr. Walker confidently announced, "Our plans are made. Additional equipment is being ordered from the West Coast which will enable us to cover all the home football games [of the U. of Wisconsin] just as efficiently as if we were seated on the sidelines." NBC was conducting a survey to see where it could broadcast football, and Mr. Walker was hopeful of a national hook-up from Wisconsin. Ohio State U., with a station of its own, blandly said its games would be allowed full coverage.

The fight came just after radiomen had announced that the medium was "now fully under way," a commonly held attitude since radio had "scooped the world" with coverage of both party conventions at the Chicago Stadium that summer. (To get it, page boys had been hired to carry suspended microphones to speakers on the floor.) It was the time when Amos 'n' Andy were the lovables of the nation, and when Father Coughlin was starting his *Golden Hour* broadcasts. Candidates in the fall elections were planning to use radio extensively to argue, as wets and dries, about repeal of prohibition. Admen were anticipating a great increase in business "if beer returns" with brewers expected to spend "as much as $300,000 each" annually. It was also the era of the depression.

One of the arguments for utilizing radio sports coverage was that the events could still be heard then by people "who might otherwise be deprived." Father Michael Mulcaire, vice president of Notre Dame, supported his school's approval of radio by saying the thousands from coast to coast who supported Notre Dame when they could afford to do so should not be deprived of the pleasure of following the games by radio when they were victims of the depression.

Situation Expands

The whole issue spread to the Pacific Coast Conference, but was stopped when the NBC, Don Lee, and CBS networks, in conjunction with the Hearst press, offered a plan too good for refusal. They took their action, they said, "because we believe that radio broadcasting in general and football broadcasting in particular are a public service of inestimable value to every college, university, and educational institution." The offer: $100,000 worth of time and talent in special programs to boost the sport, in exchange for coverage of the games.

NBC came forth with two half-hour features for broadcast every Thursday for 12 weeks: *Pigskin Romances* and *Football Rally*. Don Lee-CBS promised to plug the game on its *Blue Monday Jamboree* every week and to offer a 30-minute program from KHJ Los Angeles every Friday night. The Hearst papers offered to stimulate football interest by publicity in radio and sports columns as well as heavy plugs on sports pages.

EIA's campaign settled as quickly as it had swollen, with the ban cancelled on Sept. 9, leaving each college to make its own decision. Army, Columbia, and Harvard—heartily backed by alumni—immediately announced their games would be broadcast, and most others followed their lead shortly. About the only dissenters to radio's participation on the gridiron, that fall, were the small schools: Broadcast of major games made their already small gates dwindle even more, they complained.

PHILA. ELECTION
WIP Coverage Set

QUAKER CITY'S hot political situation was taken into account by Warner Weathermaster Co. in signing up for sponsorship of full election coverage on WIP Philadelphia Nov. 6. The firm manufactures storm windows and combination screens, and believes that WIP's election broadcasts will hit the maximum audience at psychologically the right "buying time."

During the last three years, Democrats have threatened the solid Republican control of the city. Democrats won the posts of city controller and treasurer last election. Additional interest this year is focused on a Republican candidate, Dr. Daniel A. Poling, internationally known minister and leader of the National Christian Endeavor Movement. Dr. Poling has used much of his campaign money for radio time, WIP reports.

The station will cover the election with more than 30 people, including analysts, commentators, announcers, tabulators, etc. Fourman working crews will be stationed at each candidate's headquarters and Mary Biddle, WIP's director of women's programs, will report on the doings of the candidates' wives on election eve as well as the activities of women political leaders.

Buys Republic Rights

WGN-TV Chicago has purchased exclusive city rights to 174 Republic Pictures films for two years. Included in the Package are 26 full-length features among which are *Man From Frisco, Army Girl* and *Follow Your Heart*. The package also includes several Red Ryder productions for children, and short features starring Wild Bill Elliott, Rocky Lane, Gabby Hayes and Bobby Blake. The films are released to television for the first time by the Hollywood studio, it was said.

EVERYONE is "king-sized" at Seattle's King Broadcasting Co. KING-AM-TV staffers include (l to r) Otto Brandt, 6' 3", vice president-general manager; Hal Davis, 6' 4", program director for radio; Gordon Sherwood, 6' 5", radio sales; Bob Coons, 6' 6", television technician; Ralph Hanson, 6' 6", radio sales; Jean Epping, 5' 1", radio sales; Kenny P. Hermanson, 6' 8½", TV technician; Burr Barthel, 6' 5½", disc jockey; Bob Kilpatrick, 6' 6½", radio sales, and Fred (Shorty) Vonn 6' 2", who also is in radio sales.

YOUR OPPORTUNITY

For Big Sales Increases in Southern New England

WTIC OFFERS 5 ¢ TOP-FLIGHT SHOWS

For Immediate Sponsorship

One just sold and five to go! And go they will too, for each of these half-hour programs is a sure-fire sales-builder. Now on sustaining, these big production, network talent shows are waiting for the advertiser who wants to take advantage of a tremendous ready-made audience in one of the nation's richest markets.

Cost? Surprisingly low! For full details . . . rates and ratings . . . pick up your phone and

call your nearest Weed & Co. office, today

MONDAY 7:00-7:30 P. M.
S. S. VAN DINE'S FAMOUS
PHILO VANCE
Sparkling Mystery Adventure

★ ★ ★

TUESDAY 7:00-7:30 P. M.
Radio's Biggest Point-per dollar Value
BOSTON BLACKIE
Thrilling Detective Drama

★ ★ ★

WEDNESDAY 7:00-7:30 P. M.
EVERYBODY'S FAVORITE
The Wayne King Show
Outstanding Audience Builder

★ ★ ★

Sold THURSDAY 7:00-7:30 P. M.
IRENE DUNNE — FRED MacMURRAY
BRIGHT STAR
Action-filled Comedy-Adventure

★ ★ ★

FRIDAY 7:00-7:30 P. M.
"The Sweetest Music this side of Heaven"
THE GUY LOMBARDO SHOW
Tops in Musical Showmanship!

★ ★ ★

SATURDAY 9:30-10:00 A. M.
Famous Robin Hood of the Range
The Cisco Kid
A Saturday Morning Natural!

WTIC
50,000 WATTS

...DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

CBS RADIO, 1951—in the history of any network

Today, with media competition keener than ever, there is special significance in the arithmetic of network leadership. Adding up advertising revenue for 1951:

CBS Radio—28% ahead of the second network

—6% ahead of CBS Radio last year.

51-the biggest year

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

25 Years

Serving the Richest

And Most populous

Area in the Southeast

1926-1951

Gilbert M. Hutchison — President

CBS — Affiliate

Represented by Hollingbery

5000 Watts — 1470 KC

MORANO COMPLAINT

FCC to Ask WMCA Side

FCC said last week it would take directly to WMCA New York a complaint made by Rep. Albert Morano (D-Conn.) that comments aired by the nighttime disc jockey, Barry Gray, are not available for checking [B•T, Oct. 15].

In a letter to the Congressman, Chairman Coy said he could appreciate Rep. Morano's disturbance that "Barry Gray and other disc jockeys who ad lib their programs do so in many cases without apparent supervision." But, Chairman Coy reminded that the Communications Act "specifically bars the Commission from censoring program material . . . the Commission may not and does not prescribe what may or may not go out over the air."

Chairman Coy said the complaint by Bernie Yudain, managing editor of the *Greenwich Time* "does get to the heart of the responsibility of the station licensee in this area . . . we will take up further with that station [WMCA] the subject matter of your complaint."

Gist of the complaint was that remarks made by disc jockeys, particularly in the case of Mr. Gray, are not on file and therefore can not be referred to, although aired.

Mr. Yudain was said to have written a column in the Greenwich paper attacking government sponsorship of recruiting programs, subsequently subjected to remarks by Mr. Gray.

Mr. Yudain said he had carried the complaint to the station but that WMCA was unable to check the alleged remarks.

As he explained it to Rep. Morano: ". . . .I telephoned WMCA and spoke to an executive there. He told me the program is not monitored in the studio and no recording is made. Sporadically, he said, they do make a recording just as a sort of spot check. This, obviously, is inadequate."

Meanwhile, Rep. Morano sent a letter to Nathan Straus, president WMCA New York, outlining the complaint he sent FCC and pointing out that he had received mail on the subject.

He added: "Especially interesting to me is the suggestion by Mrs. William Hard, of New Canaan, Conn., who proposes that 'the radio industry ought to clean its own house.' I am a firm opponent of censorship—especially by government—and I would be most happy to see that adequate supervision (which can be inexpensive) and recording of these midnight commentaries be instituted to avoid interference by the responsible government agency, or regulations imposed by Congressional action."

DIXIE INVADES N. Y.

On Southern 'Show Train'

DELEGATION of some 100 officials, industrialists, beauty queens, and fans of Tallulah Bankhead arrived in New York Oct. 12 on the southern show train to attend NBC-Radio's *The Big Show*.

Upon arrival, the southerners went by motorcade to City Hall to be welcomed by Acting Mayor Joseph T. Sharkey, who proclaimed Sunday as "Southern Show Train Day" in the city. After cocktails and lunch at the Vanderbilt Hotel, they toured New York, Rockefeller Center, and the NBC studios. Saturday night, some attended the *All Star Revue* telecast while others visited *Your Show of Shows*.

The visitors took a two-hour boat trip around Manhattan Sunday and watched a rehearsal of *Theatre Guild on the Air* before attending *The Big Show* broadcast that evening.

NBC was host to the southerners for cocktails and supper Sunday night before they returned to their homes in Natchez, New Orleans, Columbus, Birmingham, Memphis, and Atlanta.

RCA has announced a new desk-type two-way radio station for fixed-station operation in 30-50 mc frequency range. New desk-type Fleetfone station (Model CSF-60A) combines a 60-watt transmitter-receiver and its power supply in one case.

PEARSON SUIT

Dismissal Bids Denied

MOTIONS to dismiss Radio Commentator Drew Pearson's $5.1 million suit against Sen. Joseph R. McCarthy (R-Wis.) and nearly a score of other defendants have been denied in U. S. District Court, Washington, D. C. [B•T, Oct. 8].

Judge F. Dickinson Letts gave no reason for his ruling.

Suit involves a combined assault-libel-conspiracy suit filed by Mr. Pearson. No indication was given when trial of the suit will begin. It was believed the case would not get on the docket for at least several months.

Pre-trial depositions are still being taken in case. Col. Robert R. McCormick, publisher of the Washington *Times-Herald*, which has been named in the suit, and of the *Chicago Tribune*, appeared for a deposition Oct. 16.

Col. McCormick, outlining the *Tribune's* holding in news media, said the Chicago Tribune Co. owns the *Times-Herald* and the New York *Daily News*. Its radio-TV station, operated by WGN Inc. (WGN-AM-TV Chicago), owns 19% of the stock of MBS, he said.

Fulton Lewis jr., another defendant named in Mr. Pearson's suit, broadcasts over Mutual, but the publisher said he has nothing to do with Mr. Lewis' programs and does not even listen to them.

NCAB MEET

Double Billings Condemned; Elections Held

THE PRACTICE of "double billing" and the payment for broadcast rights to high school football games were condemned at the fall convention of the North Carolina Assn. of Broadcasters.

Elections of officers also were held among 138 delegates who gathered in the Battery Park Hotel, Asheville, Oct. 18-19.

T. H. Patterson; general and commercial manager, WRRF Washington, was elected president. Others named were Cecil B. Hoskins, general and promotion manager of WWNC Asheville, vice president, and Jack S. Younts, vice president and general manager of WEEB Southern Pines, secretary-treasurer.

District directors named were Ward A. Coleman, WENC Whiteville, eastern; James McNeil, WTSB Lumberton, central, and Emond Smith, WIRC Hickory, western.

The assembly noted that the "evil" of "double billing" of dealers for cooperative advertising was apparently increasing. By unanimous vote the delegates condemned the practice as unethical, fraudulent and one that acts as a detriment to the industry.

It resolved to discontinue "double billing" and Mr. Younts was instructed to give the action the widest possible publicity, including distribution among dealers, distributors and the trade press.

The association went on record also as opposing payment for broadcast rights to high school grid contests "in view of the fact that they (the schools) are wholly tax-supported public institutions." NCAB further urged that the State High School Athletic Assns. take action in support of this resolution.

It also was resolved that NCAB urge the Consolidated U. of North Carolina to give immediate and serious consideration to the establishment of a fully-accredited school of radio and TV broadcasting.

FM Session Held

A pre-convention meeting was held Oct. 17 on FM problems and future outlook. Among those who participated in the FM session were Joe Pleasants, vice president, Allison-Erwin Co., and Mel Warner, general manager, WFMA (FM) Rocky Mount. An FM report was submitted to the convention the following day.

Following opening ceremonies Oct. 18, Robert K. Richards, director of public affairs, NARTB, spoke on "Selling Radio to the Listeners." A panel discussion followed with Mr. Patterson serving as moderator. Among panelists were Messrs. Coleman and Warner, Frank Jarman, WDNC Durham, and F. O. Carver, WSJS Winston-Salem.

Oliver Gramling, assistant general manager for radio, Associated Press, gave an illustrated talk on "Your News—And Its Revenue Potential."

Mr. Grambling was followed by Ken Sparnon, BMI, New York, who spoke on "Young Composers Radio Awards."

Maurice Mitchell, vice president, Associated Program Service, New York, opened activities Oct. 19 with a talk on "Selling Radio to the Advertiser." Mr. Mitchell also served as moderator for a panel which included Jimmy Hagan, WWNC; Harry Shaw, WSJS; Phil Sewell, WRCS Ahoskie; Earl Holder, WNNC Newton; Bob Williamson, Salisbury, and Kenneth Baker, president, Standard Audit and Measurement Services Inc., New York.

Afternoon session was taken up by an open forum on "For the Good of the Order," committee reports and election of officers.

WILDROOT CITED

In FTC Complaint

COMPLAINT was issued by the Federal Trade Commission last Thursday charging Wildroot Co., Buffalo (hair tonic and shampoo), with certain "unlawful" promotion and advertising practices.

FTC alleged Wildroot improperly paid out "push money" and cooperative advertising allowances, involving radio and TV, to drug chains and certain independent stores while declining such payments to other stores. Hearing is set Dec. 3.

According to the complaint, Wildroot paid out $184,000 in 1950 but denied sums to thousands of independent stores competing with chains in the sale of products. These practices, FTC charged, violate the Clayton Act as amended by the Robinson-Patman Act.

The government held that the company also paid certain customers "for advertising its products on radio and television in connection with special promotional sales." These "services or facilities," the complaint said, were "arbitrarily determined" in disregard of the "proportionally equal terms" required under the law.

FTC claimed that whether the payments were for "push money," cooperative newspaper ads, radio and television commercials" or other services, they were unavailable "on any terms" to all other customers.

WHLI Hempstead, L. I., will again broadcast *No School Today* notices for 83 public, private, and parochial schools whenever storms, extreme cold, or other conditions may force cancellation of classes this winter.

QUIGG NEWTON
Mayor of Denver

"...a vital contact with the people of Denver!"

Denver's energetic and progressive young mayor, Quigg Newton, calls KLZ's "Mayor's Mailbag," a "vital contact with the people of Denver."

Mayor Newton's regular Sunday broadcasts bring Denver citizens a clearer concept of the workings of their city government—another example of the oustanding public services provided by KLZ.

KLZ

5000 WATTS **CBS** 560 KC

DENVER'S NO. 1 HOOPER STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Here's where it all started . . . Bailey's Lumber Yard office in 1925

* * *

BLUE CHIPS ON LOCAL RADIO

Spelled Success for This Miami Lumber Yard

"ACTUAL COUNT shows that we have 20 times as many references to our radio ads as we have to our newspaper ads."

That was the statement made by H. L. Lawson, general manager of Bailey's Lumber Yards, Miami, in explaining why his company has reduced its newspaper advertising to a small percentage of its total budget. Under current contracts the firm spends 85% of its advertising money on radio.

Only a few years ago Bailey's used daily newspapers exclusively as its advertising medium.

"Something like eight years ago we decided to try out radio," says Mr. Lawson. "We began our radio experiment by using a fifteen minute newscast three times weekly on WQAM [Miami]. The results were so satisfactory that about a year later we increased the frequency to six days each week. By this time our budget was being spent in the approximate proportions of 50% each to radio and newspapers."

About three years ago Bailey's decided to expand radio to include another station, WVCG Miami, with a Monday-through-Saturday five-minute newscast at 9 a.m. This year still another station, WGBS Miami, was added, with a similar schedule of newscasts at 5:25 p.m.

The WQAM newscasts, now in their ninth year, are at 7 a.m., Monday through Saturday.

* * *

THE HISTORY of Bailey's Lumber Yard is a typical American success story. The yard was founded in 1925 and at first employed only six people. G. Tom Bailey, president and founder, believed that success would be assured if the firm would give its customers prompt, dependable, courteous service. He and his assistants made an honest effort to be helpful in building problems.

The Big Idea began to pay off at once. Customers flocked to the little yard and growth was immediate. That growth has continued until today Bailey's Lumber Yards have expanded to two big building material department stores. They use 10 buildings and the yards cover some eight acres of ground.

The motto "Sudden Service" was played up in all advertising. When the firm went into radio that motto formed the keynote of all advertising. Radio promotion has always been institutional rather than featuring particular merchandise or "bargains."

When the company began to look around for other media besides newspapers to reach their customers and prospective customers they decided to try radio as an experiment. The success of the experiment was immediate.

With radio advertising continuing to produce satisfactory customer reaction the expansion into it as the firm's principal media was nevertheless gradual. Success of the news format was impressive and the firm has continued its use, with occasional spots on stations in the area the only exception. All three of its regular programs at present are news programs, spaced throughout the day so that people in Dade County are accustomed to hearing the familiar Sudden Service slogan and the name of Bailey's Lumber Yards in connection with their news reports.

* * *

SINCE the fall of 1946 the Wyckoff & Parrish agency has handled the preparation of radio commercial copy in addition to advertising in printed media. The agency works closely with Bailey's staff, visiting the yards each week and observing customer reaction. They watch for stories of unusual service given to customers and feature these in their advertising copy. Their goal has always been to make the public aware that "Sudden Service" is more than a motto with Bailey's, it is the fundamental premise on which the company has been built.

The Bailey management reasoning in choosing radio as its principal medium is revealed in the following letter from Manager H. L. Lawson which was written in reply to inquiries by WQAM and BROADCASTING • TELECASTING about company advertising policy.

EDITOR:

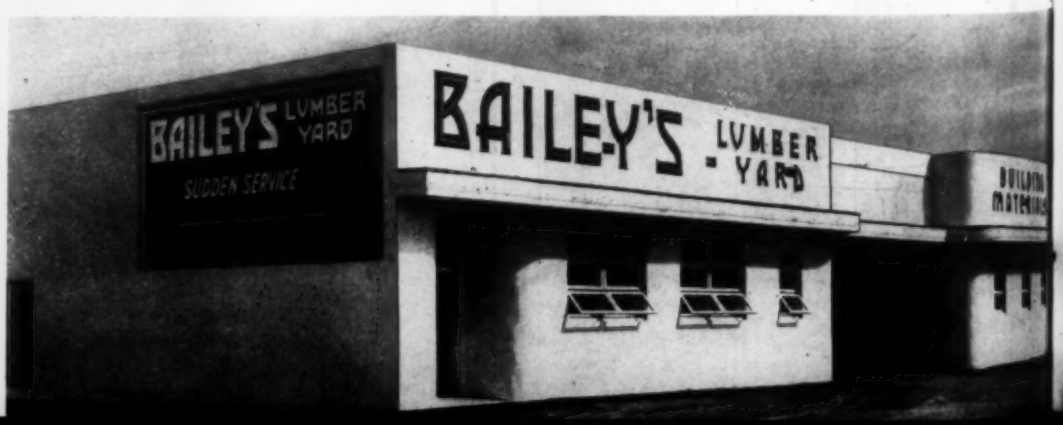
Inquiry has been made of us concerning our experience in the use of radio in our sales promotion activities.

For a long period of years we used local daily newspapers exclusively but something like eight years ago we decided to try out radio. We began our radio experiment by using a fifteen minute newscast three times weekly on WQAM. The results were so satisfactory that about a year later we increased the frequency to six days each week. By this time our budget was being spent in the appoximate proportions of 50% each to radio and newspapers.

About three years ago we increased our radio time by the addition of another station (WVCG) on a six times per week basis with a five minute newscast. We have just arranged with still another station (WGBS) to start about the middle of next month (May) on a five minute newscast with the same frequency.

All of our advertising is strictly institutional and for this reason we are unable to determine exactly the result between radio and newspapers, but actual count shows that we have twenty times as many references to our radio ads as we have to our newspaper ads. When our latest contract gets underway we will be spending about 85% of our advertising budget on radio time.

H. L. Lawson
General Manager
Bailey's Lumber Yards.



* * *

Bailey's South Miami Yard at 100 State Highway, today. This is one of the two modern Building Material Department stores which the company now operates. The other is at 1635 N.W. 28th St., Miami.

The Facts About Radio in California's $660 Million Fresno Market

KMJ gives you the Most Listeners ...lowest cost per thousand

IN THE WHOLE 4-COUNTY MARKET . . .

KMJ DELIVERS

Over 80,000 more daytime listeners (24,290 families) per week than the next best station. And at 18% less cost per thousand families.*

Nearly 90,000 more nighttime listeners (26,170 families) per week than the next best station. And at 21% less cost per thousand.*

IN ITS HOME-COUNTY OF FRESNO . . .

KMJ DELIVERS

Nearly 40,000 more daytime listeners (11,460 families) per week than the next best station. Cost: 16% less per thousand.*

Over 40,000 more nighttime listeners (12,190 families) per week than the next best station. Cost: 17% less per thousand.*

IN THE CITY OF FRESNO, TOO . . .

KMJ DELIVERS

Nearly 8,000 more daytime listeners (2,290 families) and over 4,000 more nighttime listeners (1,310 families) than the next best station. And at 8% less cost per thousand.*

Hooper (Oct. 1950 through Feb. 1951) confirms KMJ'S leadership in city zone. KMJ leads in 69 out of total 115 quarter and half hours rated (morning, afternoon and evening throughout whole week).

That's a 76% lead over next best station!

Ask your Raymer salesman to show you the very latest study of listening habits in the Fresno market. Special Diary Study just off the press. Nothing like it ever done before in this market. Of particular value to time buyers and radio advertisers.

BMB Study No. 2, Spring 1949; U.S. Census, 1950; Standard Rate & Data, Sept. 1951.

NUMBER ONE STATION IN THE $660 MILLION FRESNO MARKET

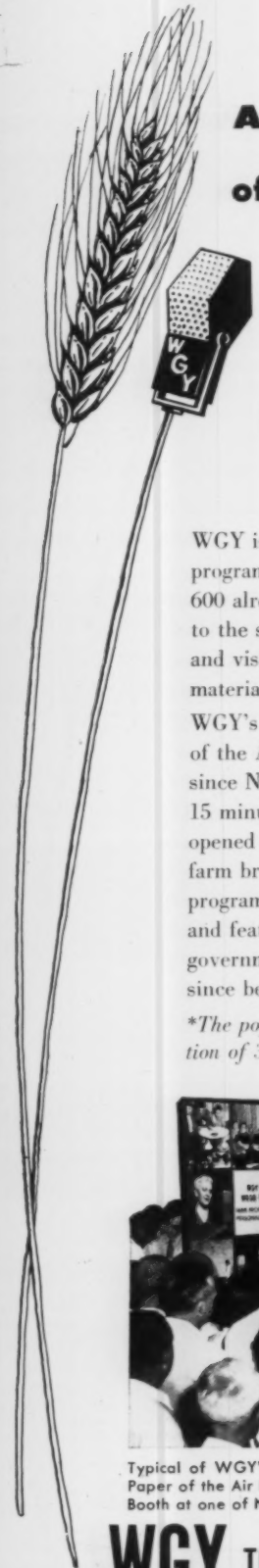
580 KC. NBC 5,000 WATTS

One of the Bonanza Beeline Stations . . . McClatchy Broadcasting Company

Paul H. Raymer, National Representative

KMJ

AFFILIATED WITH THE FRESNO BEE



A QUARTER-CENTURY of FARM BROADCASTING

"Listener loyalty" is the phrase most applicable to Pioneer Station WGY's 25 years of farm broadcasting.

During this period of WGY's 29-year history, the 603,660 rural radio families, in addition to the thousands of city-dwellers who have gardens in the 17th State*, have relied on WGY's farm broadcasts for valuable advice and information.

WGY is writing history every day with its farm programming; adding more remote broadcasts to the 600 already conducted; receiving more mail to add to the staggering 1,000,000 pieces already received; and visiting farms and 17th State farmers to gather material for more transcribed broadcasts.

WGY's first farm broadcast was "The Farm Paper of the Air," which has "gone to press" 8000 times since November, 1926. (This Spring the last 15 minutes of "The Farm Paper of the Air" was opened commercially). Soon after this inaugural farm broadcast, "The Farm Forum," a public service program heard every Friday evening at 8:30 P.M., and featuring leaders in agriculture, industry and government, was started. Both these programs have since become a cornerstone of WGY programming.

**The population of the WGY area exceeds the population of 32 states.*

Typical of WGY's listener loyalty is this crowd which watched a Farm Paper of the Air broadcast from the station's Farm Broadcasting Exhibit Booth at one of New York State's county fairs this summer.

WGY THE CAPITAL OF THE 17th STATE

A GENERAL ELECTRIC STATION—*Represented Nationally by NBC Spot Sales*

HADACOL

Creditors Said to Total 60,000-70,000

CREDITORS of the LeBlanc Corp., maker of Hadacol which recently filed for reorganization [B•T, Oct. 8], are estimated at between 60,000 and 70,000 companies or individuals, many of them station owners who carried radio or television ads for the dietary supplement, a representative of the New York Credit Men's Adjustment Bureau said last week.

Exact list of creditors and amounts of their claims will not be known, it was said, until LeBlanc books have been audited and reported upon by Lynbrand, Ross Bros. & Montgomery, CPA appointed to the job. In the meantime, trustee for investigating the reorganization proposal, Milton F. Rosenthal, is trying to clarify LeBlanc business operations during the past two years to determine the company's present status.

Creditors committee, composed of representatives for eight companies whose combined claims against the LeBlanc Corp. total more than $2 million, last week sert a report to known creditors to explain action in the LeBlanc case.

Mr. Rosenthal, duly identified as a disinterested person, was appointed trustee by the New York District Court and has retained the New York law firm of Cahill, Gordon, Zachry & Reindel to represent him. Although a number of conferences have been held with officers and attorneys for LeBlanc Corp., attorneys for the stockholders and some stockholders of the Maryland Corp., it was explained that "this situation is so complex that while much has been done, much more will have to be done in order to get a clearer understanding . . . and to determine the advisability of continuing the operation of the business."

Immediate Policy

Immediate policy is to continue operation, however, centralizing in areas where the company has realized its principal sales volume and built up goodwill for its product. "While advertising and promotion, as previously practiced, will be sharply curtailed," the report said, "it will be continued to a reasonable extent, sufficient to keep the product's name alive in the minds of the consuming public, the company's distributors, and other outlets."

Continuation of the business is considered a vital factor, at least to liquidate the large supply of Hadacol in stock—in hands of distributors and on shelves of druggists—and to strengthen existing accounts receivable.

The 1950 and 1951 tax situations are being studied to see if the expectedly large 1951 loss can offset claims for unpaid 1950 taxes and possibly serve as a basis for recovering money already paid the Bureau of Internal Revenue.

"If, after a reasonable trial and upon completion of the audit, it should appear that sound reorganization is not feasible, or that the interest of creditors would be better served by liquidation, such measures will be considered by the committee and their recommendations made known to the trustee and the court," it was reported.

Members of the committe are Herbert Hailparn, Einson-Freeman Co.; Nelson P. Rabone, Hoffman-LaRoche Inc.; Albert H. Ahlers, Owens Illinois Glass Co.; Frank R. Atwell, Majestic Adv. Co.; Richard P. Prowell, J. T. Baker Chemical Co.; Michael Halperin, William Morris Agency; Joseph Eckhaur, Semca Watch Co.; Morris W. Primoff, Katz Drug Co.

FOREST FIRES

KYJC Airs From Fire-Line

AFTER 112 consecutive rainless days, the rich Southern Oregon timber tracts were a tinderbox. Radio and the press united to help prevent forest fires, but despite media efforts, fires did start.

To impress upon the average listener the cost, danger and hardship brought by foreset fires, Jimmy Dunlevy, manager of KYJC Medford, Ore., accompanied "Doc" Simpson, executive secretary, Southern Oregon Conservation and Tree Farm Assn., into the heart of a blazing forest.

By use of FM units furnished by the association, Mr. Dunlevy was able to interview forest rangers and woodsmen on the fire-line. A KYJC engineer taped the reports as they came in over the FM system so that the station broadcasts were heard while the fires were still raging.

* * *

Mr. Simpson (l) makes use of a mobile unit while Mr. Dunlevy stands by to send a broadcast through.

ALLIS-CHALMERS Mfg. Co., Milwaukee, will sponsor telecast of Chicago's International Livestock Exposition this year for third time on NBC-TV. Show will be aired from the International Amphitheatre from 2 to 3 p.m. Nov. 27 during selection of grand champion steer.

HOW MUCH STEEL IS ENOUGH?

Something new is happening in the world . . . Our country is producing products for everyday life at near-record rates, while at the same time a re-armament program costing many billions of dollars is under way. How much of our steel would you guess is needed for defense? How much is left for civilian use? Read the surprising facts:

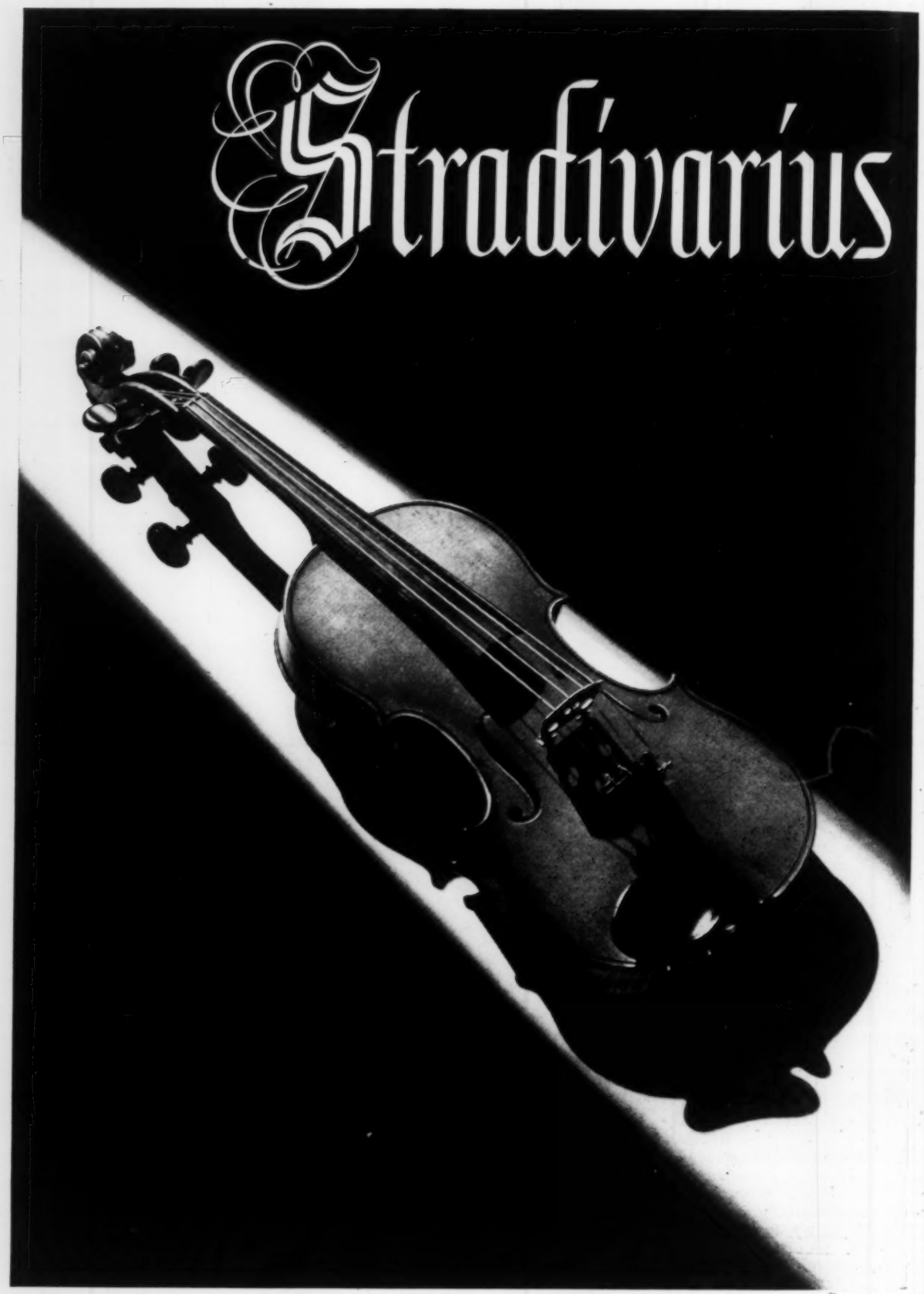
MORE! MORE! MORE! Picture shows expert steel worker "shaping up" the slag in open hearth by adding fluorspar. More than 600,000 workers and 250 steel companies are in a hurry.

39 DAYS: This is the "bell" which caps a blast furnace. One steel company tore down an old blast furnace and replaced it with new one in one month and nine days.

GUNS AND BUTTER WITHIN: This year American steel companies will make about 106 million tons of steel. By 1953, they will be able to make about 120 million tons. The re-armament program, as it now stands, calls for less than 11% of 1953 capacity. This means more than 100 million tons will be available for civilian products in 1953. That is more than we have ever used in any year.

FACTUAL INFORMATION on the problems of ore and fuel supply, transportation, construction, process improvement, financing, consumption of steel and other questions inherent in the expansion of the steel industry are interesting to all inquiring minds. We issue background studies on these subjects. For basic information on our steel capacity, just write American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York, and ask for booklet: "How Much Steel Is Enough?"

Stradivarius



. . . a name to remember

● For over two centuries the superior craftsmanship, perfect tone and beauty of a Stradivarius violin has been known to musicians the world over. The maker's name on each violin marks it as the finest. Stradivarius is remembered for the great contribution he made to the art of music.

For nearly a quarter of a century, FORT INDUSTRY has been known for its wide-awake programming and service in the public interest. FORT INDUSTRY in each of the seven wealthy markets where its stations are located, is a name that is remembered by wise time-buyers who want the very best in sales results.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va. • **WAGA**, Atlanta, Ga.
WGBS, Miami, Fla. • **WJBK**, Detroit, Mich. • **WSAI**, Cincinnati, O.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga. • **KEYL-TV**, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

editorial

'World' Radio Week

ALTHOUGH coincidental, it was appropriate that the British elections should occur on the eve of National Radio and Television Week, which began yesterday throughout America.

The elections proved, as so many other news events have proved in the past 25 years, how much the U. S. has come to depend upon its broadcasting system to supply it with news as it happens.

The American radio audience has come to accept this perpetual miracle as a commonplace in its routine life. Twirl the dial and hear a man in London. It's less inconvenient than walking over to talk to the man next door.

This acceptance of broadcasting is, of course, an indication of its basic usefulness as an incomparable medium of disseminating information, education and entertainment (including advertising which quite often embraces all three). We can't help feeling, however, that a lot of people are too complacent about this magic box that they have in their homes and cars and everywhere they go.

It would be well during National Radio and Television Week, we think, to remind the audience what an extraordinary device it has at hand. Today the world is at the listener's fingertips. Without broadcasting it would be as much as 13,000 miles away.

Bettering Benton

THE AFFIRMATIVE provisions of the new television code, those reminding telecasters of their educational and cultural responsibilities, deserve the closest attention and observance. In our opinion, they outrank in significance the code's prohibitions, which spell out objectionable matters that most telecasters have been avoiding anyway.

The code specifies that telecasters should not only conduct their own development of educational and cultural programming but also solicit the help of experts in those lines. It goes without saying that these provisions are commendable as measures to improve the quality of telecasting. But, if carried out conscientiously, they will achieve another and no less useful purpose—the abatement of Sen. William Benton.

The tenacity of Mr. Benton was clearly illustrated when he took the floor only minutes before the adjournment of the Senate to deliver a speech amplifying his plans for remaking U. S. broadcasting. Not only does he want to establish a high-powered advisory board to oversee programming and force an encouragement of subscription broadcasting, but he wants now to change the limitations on non-commercial, educational TV stations and let their operators sell time.

This, of course, would establish the educational telecasters as a special class of citizens, presented with valuable spectrum franchises which they could use in exactly the same way that commercial telecasters use the general run of channels that are up for grabs by anybody and hence the prize of many violently competing applicants.

Here we would have the spectacle of institutions, many of which are state-owned, placed by the federal government in direct business competition with private broadcasters and indeed in an advantageous competitive position. This would be socialism, pure and simple, no matter what other tags the Senator cares to tie to it.

Now all these Benton proposals stem from his basic argument that commercial broadcasters have failed to provide adequate programming in the educational and cultural fields and have made no serious effort to do so.

It is in this connection that we recommend the study and application of the affirmative elements of the new television code. The adoption of the code in itself will serve to weaken Mr. Benton's arguments. Adherence to its provisions ought to knock the legs right out from under him.

Color Out; What Next?

FROM NOW until the next crisis (which could occur any minute) trade shop talk will center around what motivated Defense Mobilizer Charles Wilson in banning color TV set production and who gains what advantages by virtue of it.

But far more ominous than the color shutdown is what could happen in new construction of black-and-white TV stations after the allocations freeze is lifted by the FCC. True, NPA last week reclassified broadcasting facilities from "commercial" to "construction" regulations, thus tremendously enlarging the quantities of metals they are authorized to use. But in these turbulent days, nothing is certain. By the time the FCC lifts the freeze, the ODM may find metals so short as to crack down on widespread new TV construction as it has on color.

The color action, for the first time since the new emergency began, affects an end product —the color receiver, adapter or converter. Heretofore the defense authorities have dealt in quotas of materials in short supply, leaving to the manufacturer or processor the decision as to what types of units he desired to produce with the material allotted.

There's no doubt that CBS-Columbia encountered obstacles in its efforts to engage in mass production of color units. CBS was in the process of appealing for more raw materials when the Wilson shutdown came. It accepted this edict, raising no question as to propriety, because it presumably felt that the same result would have been inevitable, on a piecemeal basis.

For the record—and for the immediate future—clarification is needed. Who is responsible for the licensing processes? The effect of the Wilson order on color-TV—entered without consultation with the FCC—was to supersede an order of the FCC, the accredited licensing authority. The defense authorities were set up to control the national economy so that the overall defense and rearmament program can be carried out with a minimal upsetting of normal pursuits. The development of TV is not only a normal pursuit, but also one affected with the public interest.

It is doubted whether the FCC will suspend its approval of the field sequential standards. By the same token, it is obvious that time runs with the proponents of a compatible system, now that laboratory work is permitted to continue.

The color TV ban, while it works a hardship on CBS-Columbia, as a practical matter will not bring violent repercussions from the public. The public is hardly affected, since only a handful of sets are in use—most of them improvised.

When emergency conditions abate, the FCC can take another look at the RCA system, which has made demonstrable strides in recent months, and at any other systems that might be developed. There may be by-products of immense value in the mobilization picture, as was the case in World War II, which brought radar and other electronic weapons.

our respects to:

JOHN HYDE CLEGHORN

IN CONTRAST to those who would bury radio, comes now a confident voice which says that radio is on the threshold of far greater success than it has enjoyed in the past.

Is this the voice of a fledgling broadcaster who has his head in the clouds? It is not!

This is the voice and belief of a man with 22 years of practical down-to-earth experience. He is John Hyde Cleghorn, general manager of WHBQ Memphis.

Mr. Cleghorn believes that AM radio is just beginning to come into its own. In its less-than-30 years of existence as a commercial advertising medium, it has grown "in fits and starts."

Radio is encountering really stiff competition for the first time in its life, he says, adding that radio is learning how to fight. He acknowledges that it may take several years for radio to find its place in the advertising scheme, but finally it will win through.

By that time, Mr. Cleghorn believes, it will have acquired stability, endurance and character. It will be a profession with a tradition. . . and it will be then, as it is now, the most effective means of immediate mass communications in the world, Mr. Cleghorn says.

In his 22 years of radio experience, Mr. Cleghorn has participated in virtually every phase of station activity. His primary experience has been in programming.

Up until several years ago, he took part in many programs as a singer and as choral director. He was responsible for the development of one of the best-known choral programs of the South, *Young America Sings.*

Mr. Cleghorn was born on March 11, 1909, in Atlanta. He left Atlanta at the age of three months—as he puts it, as soon as he found out where he was.

His childhood was spent in the small town of Cordele, in southern Georgia, and in Jacksonville. He often spent summers, because of a family connection, on a farm in northern Iowa.

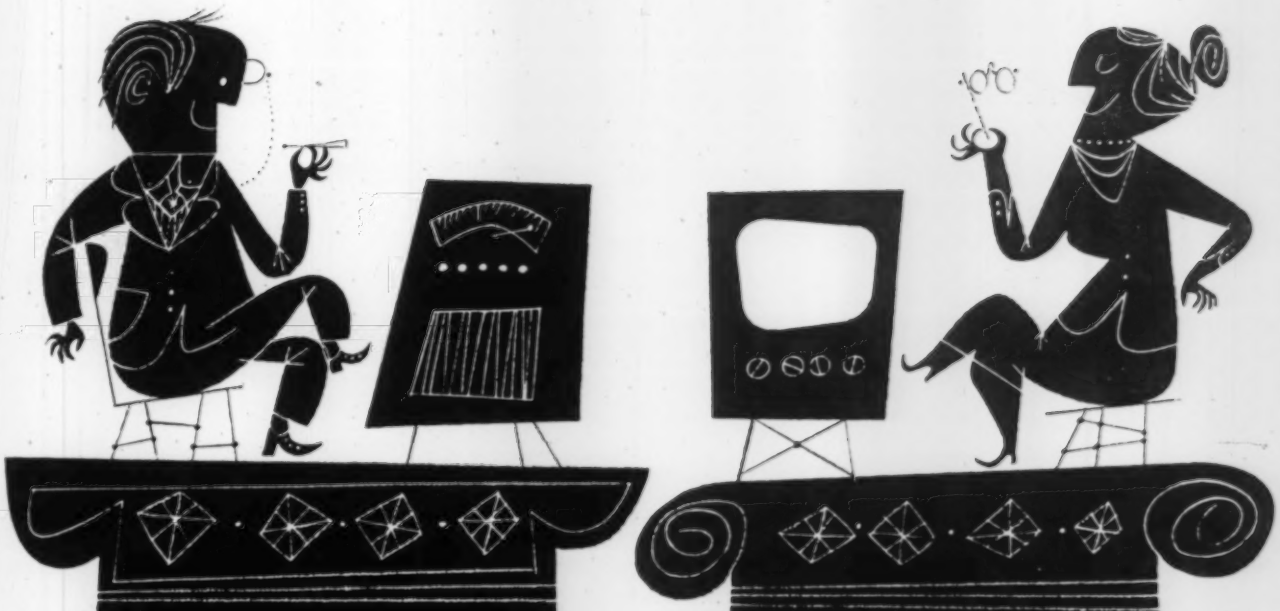
In June, 1929, he was graduated from the U. of the South in Sewanee, Tenn. The following month he went to work for the *Memphis Commercial Appeal* as a reporter.

In October, four months later, he became affiliated with WMC Memphis, owned by the *Commercial Appeal.* For seven years he served as combination newspaperman and radio announcer. During that time he was radio and real estate editor for the newspaper.

For part of 1936-37 Mr. Cleghorn worked at

(Continued on page 59)

In Washington D.C....



MORE PEOPLE LISTEN TO WTOP than to any other radio station

SHARE OF RADIO AUDIENCE*

WTOP	22.9%
Station B	16.2%
Station C	14.4%
Station D	10.1%
14 other local plus outside stations	36.4%

* Pulse, July-August 1951; total week

WTOP

THE WASHINGTON POST—CBS
RADIO STATION
REPRESENTED BY CBS RADIO SPOT SALES

MORE PEOPLE WATCH WTOP-TV than any other television station

SHARE OF TELEVISION AUDIENCE*

WTOP-TV	36.0%
Station B	29.8%
Station C	18.6%
Station D	15.6%

* Telepulse, September 1951; total week

WTOP-TV

THE WASHINGTON POST—CBS
TELEVISION STATION
REPRESENTED BY CBS TELEVISION SPOT SALES

GENERAL MILLS Inc., for Larro Feeds and PurAsnow Flour, has signed a 52-week schedule for a noon quarter-hour six days weekly over WDGY Minneapolis-St. Paul. Shown examining point-of-sale merchandising piece being used in the strictly rural campaign are (l to r) Harry D. Peck, WDGY vice president and general manager; Phil Archer, account executive for Knox-Reeves Adv. Agency; Fred Phillips, ad manager for Larro Feeds, and Bill Hurley, WDGY account executive.

PALSEY AID

Radio, TV Praised

RADIO and television did "a tremendous job" in helping the second annual United Cerebral Palsy Drive reach its total of $2,100,000, Leonard H. Goldenson, UCP president and head of United Paramount Theatres, said Tuesday at an appreciation luncheon given for leaders in the campaign.

Further help will be enlisted through the radio-TV industry when a marathon telecast is held by WJZ-TV New York from 9 p.m. Dec. 8 until noon Dec. 9. Arranged by ABC President Robert E. Kintner, the 15-hour telethon will seek additional funds to help New York City's 32,000 cerebral palsy victims.

Similar telethons have been held in Philadelphia, Cincinnati, Chicago and San Francisco and were responsible for a total of $480,000 in pledges. The Philadelphia program over WFIL-TV, Mr. Goldenson said, collected $81,000, of which more than 80% has been paid. The three Cincinnati television outlets, WCPO-TV WKRC-TV WLWT (TV), carried the local program simultaneously and added $37,000 to the fund.

Use of radio and television occurred again when the campaign sponsored coverage of the Michaels Awards and added another $37,000 to its fund. As a result, UCP has signed for coverage of this year's Michaels Award ceremonies and has option on the event for the next seven years, Mr. Goldenson revealed.

The association president paid special tribute to Bob Hope as life chairman of UCP, and his co-chairmen: Bing Crosby, Arthur Godfrey, Jack Benny, Kate Smith, Jane Pickens, Jinx McCrary, Secretary of Labor Maurice J. Tobin, Grantland Rice and Bob Hall. Earl J. Hudson, president of United Detroit Theatres, was national campaign chairman.

"I wouldn't dare pick up any one name or even a series of names in the radio-TV industry to thank," Mr. Goldenson explained. "All the networks and so many personalities in the field have helped so much."

The drive, intended to aid some 6,000 children among the 546,000 people afflicted with cerebral palsy, this year more than doubled its first-year results, he said, and UCP now rates on a par with other national health agencies.

NEW AVCO PLANT

For Defense Work

CROSLEY Division of Avco Mfg. Corp. will construct a new $5,500,000 plant to employ an ultimate 1,500 to 2,000 people in defensive Production, John W. Craig, general manager, has announced.

Construction of the 360,000-sq. ft. building will begin in Avondale, Ohio, a suburb of Cincinnati, within the next two or three weeks. Structure will be partially completed and occupied by June.

NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town Farm and Urban Homes and including Telephone and Non-Telephone Homes)
September 9-15
Evening, Once a Week
NIELSEN-RATING*

Current Rank	Program	Homes %
1	Lux Radio Theatre (CBS)	11.3
2	Walter Winchell (ABC)	9.0
3	Big Story (NBC)	8.8
4	Dr. Christian (CBS)	8.7
5	Mr. District Attorney (NBC)	8.3
6	Godfrey's Talent Scouts (CBS)	8.2
7	Dragnet (NBC)	8.1
8	F.B.I. in Peace and War (CBS)	7.6
9	Mr. and Mrs. North (CBS)	7.5
10	Life with Luigi (CBS)	7.5

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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front office

WILLIAM McCLUSKEY, sales manager WLWT (TV) Cincinnati, appointed administrative assistant to JOHN T. MURPHY, vice president in charge of television operations for Crosley Broadcasting Corp. GEORGE P. MOORE succeeds Mr. McCluskey, as sales manager at WLWT. Mr. Moore was with WSAI Cincinnati and Frederic Ziv Inc.

LOWELL JACKSON, radio network sales ABC Chicago, named radio network sales manager for the network's Central Div.

TED WEBER named western sales manager WGN-TV Chicago, succeeding GEORGE W. HARVEY, who has resigned to join WFLA Tampa as general manager. (CLOSED CIRCUIT Oct. 22). Mr. Weber was WGN-TV's first salesman, joining the station in February 1948. Prior to his joining WGN-TV he was program promotion manager for CBS-Radio New York. Mr. Harvey was with WGN Inc. 16 years, during which time he was a salesman and eastern sales manager in New York. He was appointed sales manager of WGN-TV in August 1948.

Mr. Weber

Mr. Harvey

NOEL C. BREAULT, sales manager WICH Norwich, Conn., to WHIM Providence, R. I., as account executive.

DANIEL P. WEINIG, WELI New Haven, to radio sales staff of The Katz Agency, N. Y., station representatives, effective today (Monday).

BOYD W. LAWLOR, sales staff WWCA Gary, Ind., appointed commercial-sales promotion manager. JAMES CONNORS and GERALD TUERFF appointed to sales staff.

Mr. Lawlor

LARRY LAWRENCE, personality WAGE Syracuse, N. Y., named to sales staff WSYR Syracuse.

JOSEPH E. MAMS appointed to sales staff WDNE Elkins, W. Va.

JIM FITZPATRICK, program consultant, special events staff and acting commercial manager WLTR Bloomsburg, Pa., named sales representative and announcer WFRL Freeport, Ill.

WILLIAM B. JENNINGS, assistant to sales manager WOR New York, to New York staff McKinsey & Co., management consultants, as assistant of managing partner.

ROBERT FRANKENFIELD to commercial department WSAZ Huntington, W. Va.

LENNY MEYERS, advertising staff WLYN Lynn, Mass., appointed commercial manager.

ROY CHAPMAN, local sales manager CKNW New Westminster, to CKOK Penticton, as manager and part owner.

JOHN H. WHITE, Katz Agency, N. Y., named account executive CBS Television Spot Sales, N. Y. Mr. White succeeds ROY HALL, resigned.

GEOFF STIRLING, appointed president and manager CJON St. John's, Newfoundland.

Personals . . .

H. P. LASKER, general manager WLWD(TV) Dayton, spoke on "The Inside Story of Television" at Dayton Ad Club luncheon meeting Oct. 24.

EINER PETERSEN, account executive WOR-TV New York, father of twin sons.

UPT STATEMENT

Earnings Up Over 1950

"THERE has been an encouraging improvement in our business and this improvement has been general throughout the industry," Leonard H. Goldenson, president of United Paramount Theatres Inc., said in releasing a financial statement issued by his company.

"Now, more than any time since 1946," Mr. Goldenson said, "there is a widespread feeling of confidence that the industry will be able to meet and surmount the challenge of changing competitive and economic conditions."

Proposed merger of UPT and ABC is before FCC, with hearing set Jan. 15 [B•T, Oct. 15].

Estimated consolidated UPT earnings for the third quarter of this year amounted to $4,688,000, including $2,297,000 for capital gains tax, as compared with $2,528,000, including $414,000 in taxes, for the same quarter in 1950. Consolidated earnings for the first nine months of 1951, he estimated, were $9,537,000, including $3,483,000 for taxes, as contrasted to $7,963,000 and $1,465,000 for capital gains for the same 1950 period.

Consolidated earnings this year, Mr. Goldenson explained, included the earnings of several companies which became wholly owned after the third quarter of 1950 through purchase of the 50% interest of certain co-owners. The effect of this, he said, was to increase operating profits and reduce share of undistributed earnings for the 1951 periods.

BARRETT REPLIES

To Attack on VOA

CHARGES by an ex-State Dept. employe that the Voice of America is wasting money, failing to answer Communist propaganda and "spying" on Congress were disputed last week by Edward W. Barrett, Assistant Secretary of State for Public Affairs.

The criticism was leveled by Frank Stout, former employe in the department's International Information Office, in a series of articles in the *Scranton* (Pa.) *Tribune*. Secretary Barrett said he found no evidence to substantiate the charges but promised an inquiry. The nature of the "spying" charge was not immediately known.

Mr. Stout's claim that the Voice is not responding to Soviet propaganda "reveals ignorance of the principles of this program," Mr. Barrett added. He said he had requested Mr. Stout come to Washington and submit his evidence but that Robert J. Arthur, *Tribune* editor, had rejected the invitation to the reporter.

GREATEST FIGHTS of The Century television film series moves to KNBH (TV) Los Angeles from local KTTV (TV). The series is sponsored by the Chesebrough Mfg. Co.

VOA VS. USSR

U. S. Overcoming Jamming

THE Voice of America is overcoming Russian jamming "at least 100% more effectively" than a year and a half ago, and has a 50% increase in output, according to Assistant Secretary of State for Public Affairs Edward W. Barrett, chief of the Voice.

He was a key speaker at the communications conference sponsored Oct. 11-13 by Northwestern U., Evanston, Ill., as a feature of its centennial celebration.

Mr. Barrett, who spoke before 3,500 leading journalists, social scientists and mass communication experts, outlined strategy of the voice in describing "America's campaign of truth." He said advisory panels of more than 100 specialists in radio, advertising and journalism have helped formulate a policy which includes "major new psychological" plans for key areas of the world.

Pointing out that the Soviet Union and its satellite states annually spend the equivalent of $1,409,000,000 for propaganda, Mr. Barrett said Russia alone spends $928 million, of which $840 million is for "direct" propaganda such as broadcasting and films.

"Behind the Iron Curtain, in the satellite zones, the Soviet has carried on the most massive propaganda campaign the world has ever seen—and has failed dismally," Mr. Barrett said. "Support for the Kremlin is dwindling daily, and the best intelligence reports indicate that 70 to 90% of the peoples in the various satellite states are against their Communist regimes."

Meanwhile, Russia has extended jamming activities from the U. S. State Dept.'s Voice of America to signals of the Bavarian radio, according to Office of Public Affairs, U. S. High Commissioner of Germany, located in Frankfort.

Shepard Stone, public affairs director, said the disturbances began Oct. 4 and have caused continued interference to the Bavarian outlet, which has been operating on 800 kc since last July. Source of the jamming was traced to Leningrad.

Protection of the USSR service by directional antenna was assured because the European Broadcasting Convention, meeting in Copenhagen in 1948, "failed to make adequate provisions for radio broadcasting in Germany," Mr. Stone stated. The U. S. will continue, however, to maintain "all essential broadcasting for which it is responsible," he added.

THE SEMINARY Society for Audio-Visual Aids, has been formed by students of the Church Divinity School of the Pacific, Berkeley, Calif., for the purpose of orienting students in all seminaries in audio-visual techniques. Student founders include Mal Boyd, formerly with Mary Pickford and Buddy Rogers in PRB Productions, New York, who recently enrolled in the School.

Advertisement

From where I sit
by Joe Marsh

"Talks Turkey" —Long Distance

Some people chuckled when Sonny Fisher rented a home recording machine to record the noise his flock of turkeys make.

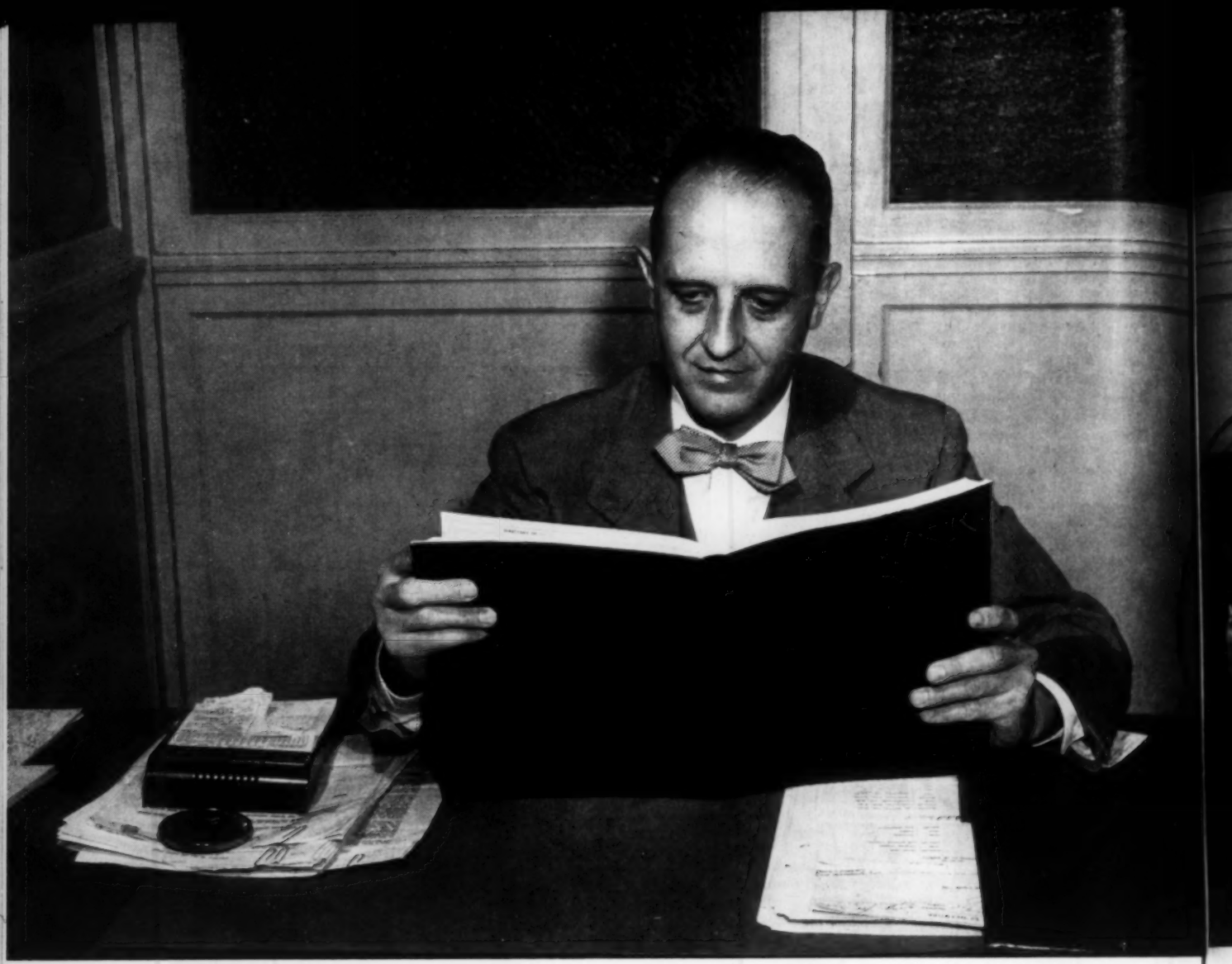
"I sent the recording to a buyer for a super-market chain," Sonny said. "I told them 'My turkeys speak for themselves—listen to this record!' They not only took my birds, but bought the record!"

"Why did they want the record?" I asked him. "Very simple," he says. "They're going to play it over the loud speakers in their stores—and then an announcer on another record reminds the customers that turkeys are plentiful and a good buy."

From where I sit, it's not always smart to make fun of someone just because he does things a little differently. I think a glass of beer is the most refreshing beverage there is. You —or Sonny—may prefer something else. But who's to decide one's right and the other's wrong? Let's stay "on record" that everyone's entitled to his own tastes and opinion.

Joe Marsh

Copyright, 1951, United States Brewers Foundation



What's he looking at?

Well...it's the latest issue of BROADCASTING Yearbook, naturally. But the thing that's caught his attention could be any one of the dozens of special features appearing exclusively in BROADCASTING Yearbook.

It could be...

- latest figures on different categories of 1951 advertising expenditures at which Mary Dunlavey (Harry B. Cohen) is looking.

- the new personnel lists at the reorganized networks. Charles Wild (N. W. Ayer) is referring to that listing.

- significant analyses and program trends during 1951. George Kern (Benton & Bowles) is looking at this feature.

- facts about the economic status of radio despite TV's phenomenal progress. These catch the attention of Beth Black (Joseph Katz).

• figures on how much a competitor spent during the past year. Frank Coulter (Young & Rubicam) checks this important item.

OR...(you know what?)

IT COULD BE YOUR ADVERTISEMENT telling him your story . . making him understand why your station is a good buy in your market.

It could be your advertisement, that is, IF you remember to send in your space reservation right now for the up-coming BROADCASTING Yearbook about to go on the presses in a few weeks.

Don't put it off any longer. Be sure that you, too, are represented properly in the 18th edition of BROADCASTING Yearbook. There's no time to waste. Clip that coupon . . or write . . or wire . . or phone us collect. BUT DO IT NOW!

It's the one best way to tell your year-'round story to 17,000 key executives like the ones whose pictures you see here. And they're executives (you'll note) who all get, read, study and *remember* what they see in the BROADCASTING Yearbook.

THE FACTS ARE FEW:

RATES

RATES	1 time	7 times	13 times	26 times	52 times
Page	$395	$350	$325	$285	$265
½	230	215	190	170	150
¼	130	125	120	100	80
⅛	75	70	65	60	50
1/16	45	42	40	35	30

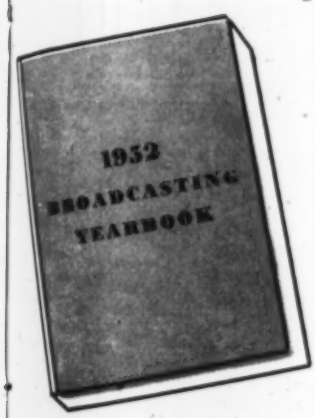
Mechanical Requirements

Space	Width	Depth	Width	Dep.
Full page	8½"	11"		
Bleed page	9⅛	12¼		
Three-quarters	6¼	11		
Half page	4 1/16	11	8½	5½
Quarter page	2	11	4 1/16	5½
Eighth page	2	5½	4 1/16	2¾

Double page spread 17½x11. Bleed 18½x12¼.

Color: $110 per extra color per page. Bleed $40 per page. A horizontal half page is minimum space in the station directory.

The ONLY fully authoritative source of facts about radio and radio advertising.



BROADCASTING
TELECASTING

870 National Press Building
Washington 4, D. C.

CLIP - FILL OUT - MAIL - CLIP - FILL OUT - MAIL - CLIP - FILL OUT

CLIP - FILL OUT - MAIL - CLIP - FILL OU

Please reserve the space checked for the 1952 BROADCASTING Yearbook

Firm ..... ☐ Double page spread

Address ..... ☐ Single page

City ..... Zone .....

State ..... ☐ One-half page

Per ..... ☐ One-quarter page

Agency, if any ..... ☐ One-eighth page

HOW *is this for a* RECORD?

We Have Been On Only Since Sept. 30th As An

NBC

AFFILIATE IN

SCRANTON, PA.

And Already We Carry MORE Than 50% Of All NETWORK Sponsored Shows! Which Proves The Tremendous Value of the SCRANTON Market!

•

Still Time . . .
Still Room for
You Good Folks
To Get In on The
Best Availabilities

•

Write or Wire Us
Or Get In Touch
With WALKER CO.
Our National Reps.

WSCR

NBC In Scranton

David M. Baltimore, Pres.

1320 KC
1000 Watts Daytime
500 Watts Nighttime

air-casters

D. GORDON GRAHAM, assistant program director WCBS New York, appointed director of program production and public affairs.

HENRY W. (Hank) LUNDQUIST, production manager WCOP Boston, appointed program manager. He succeeds **GENE KING,** now director of radio in Europe for ECA. **HARRIETTE C. ROBB,** traffic manager and continuity director KEYL (TV) San Antonio, appointed director of women's programs.

Mr. Lundquist

FLOYD TIMBERLAKE appointed television operations supervisor ABC Chicago.

RODDY ROGERS, producer director WFIL-TV Philadelphia, named executive producer.

JAMES FONDA, program supervisor CBS Network Production Dept., takes on additional duties of correlating all information on network radio producer and director applicants. **LARRY BERNS,** network producer, named to correlate all information on comedy writers for both radio and TV. **JOHN MESTON,** script editor, performs same duties for radio and TV dramatic writers.

LARRY ROBERTSON, radio director ABC, transferred to ABC Television Center, Hollywood, in same capacity. New assignments will include directing of network's *Korla Pandit show* and Wednesday telecasts of *Space Control.*

MERNA MADDUX, assistant promotion manager KSFO and KPIX (TV) San Francisco, named assistant to **FAYE STEWART,** director of women's shows on both stations. Miss Maddux will be succeeded by **JAYNE BURNS. PHYLLIS BLOEMKER,** WGL Fort Wayne, Ind., to KSFO and KPIX (TV), in promotion department.

ROLLAND REICHERT, radio recording sales department NBC Chicago, named TV operations supervisor. **MICHAEL EISENMENGER,** sound technician, succeeds Mr. Reichert.

ROBERT F. (Bob) MOREY, KGFW Kearney, Neb., to WOKZ AM-FM Alton, Ill., as program and sports director.

THOMAS B. NOLAN Jr. to special effects department as supervisor of stage special effects NBC-TV. Mr. Nolan replaces **ROBERT F. BRUNTON,** resigned.

REG MERRIDEW, program director and vocalist WGAR Cleveland, elected director of Greater Cleveland Kiwanis Club. **CHARLES DAY,** news editor WGAR, elected second vice president of Kiwanis Club.

TRENT CHRISTMAN, stage manager KNBH (TV) Hollywood, and night manager NBC Hollywood, named television director.

HENRY CLARK, staff announcer WENT Gloversville, N. Y., to announcing staff WTRY Troy, N. Y.

MILTON KOMITO, production coordinator WMAL-TV Washington, father of boy, Bruce Neil.

ROY L. DEETS, veteran free-lance writer who has scripted such shows as *Suspense, Famous Jury Trials,* and *High Adventure* in his 20 years of radio work, to writing department of WNEW New York.

Miss LIN CHU, instructor of statistics Fordham U., N. Y., to WNEW New York, as assistant to research director.

DON JAMIESON, CBN St. John's, Newfoundland, named production manager CJON St. John's.

CAROL EWING, controller KNBH (TV) Hollywood, father of girl, Patti Kay, Oct. 1.

JERRY D. LEWIS, writer on ABC *This Is Your FBI,* father of boy, Richard Neal, Oct. 17.

BOB CROSBY and GISELE MacKENZIE, CBS Radio *Club 15,* named king and queen of Cheese Festival Celebration held last week by American Dairy Assn.

TONY BOURG, WEEU Reading, Pa., to announcing staff WIBG Philadelphia.

JEAN SHEPHARD, disc jockey KYW Philadelphia, father of boy, Randall.

AUGUST FRAUENFELD named promotion and publicity director CKPR Fort William, Ont.

CHET CAMPBELL, press writer NBC Chicago, father of boy, Gregory Lee, Oct. 8.

AL ROSS, disc jockey WBAL Baltimore, father of boy, Oct. 22.

JOSEPHINE WETZLER, education director WLS Chicago, elected vice president of Illinois chapter, American Women in Radio and Television.

OLIVER TREYZ, director of research and sales development ABC, father of boy, Oct. 17.

DIK DARLEY, director ABC-TV Hollywood, father of girl, Carol Malone.

News • • •

TED FORMAN, announcer WSCR Scranton, Pa., to WWPA Williamsport, Pa., as newscaster.

BOB GAMBLE, news director KFOR Lincoln, Neb., to WKY Oklahoma City, as newscaster.

EDWIN GRAHAM, news editor WPTR Albany, N. Y., father of daughter, Cathleen Marie, Oct. 15.

UNESCO BOOKLET

Cites Aid of Radio

METHODS of increasing radio broadcasting's educational influence throughout the world have been surveyed by the United Nations Educational, Scientific and Cultural Organization. The results are published by UNESCO in a booklet titled *Low Cost Radio Reception.*

The survey ties in with research conducted by the organization for several years. Its purpose is to uncover "the most appropriate means of extending the cultural and educative influence of broadcasting on the large masses of the peoples of the world who are economically least favored."

The booklet deals largely with problems of broadcast reception in non-industrialized countries. Purchasing power is so low that the current import price of sets is generally prohibitive, it was explained.

The survey comprises 118 pages and is available through the International Documents Service of the Columbia U. Press. The cost was not specified.

RECORD PRICES

OPS Allows Adjustment

ALL manufacturers of phonograph records are now able to adjust price ceilings according to a set formula, OPS announced last week.

Ruling permits a manufacturer, who announced prices during the general freeze period but which were to become effective before Feb. 15, 1951, to use these levels as general ceiling prices, regardless of whether the prices were put in effect during the base period.

OPS said it took this action because six companies, who produce more than 80% of all phonograph records sold in the U. S., announced price increases shortly before the freeze. Five of the companies made the prices effective but the sixth (Metro-Goldwyn-Mayer) did not. The new ruling permits MGM to bring its prices in line with those of the other companies, OPS noted. MGM, OPS said, accounts for about 5% of all records produced.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

CBS

TO SIMPLIFY SPOT BUYING

Foley Sets Up Availabilities Form Sheet

By FRANK KNIGHT
RADIO-TV DIRECTOR
RICHARD A. FOLEY ADV. AGENCY, PHILADELPHIA

THE purchase of radio or TV spots on a multi-market basis always represents a sizable task for advertising agencies. The job, of course, could be done quickly and easily—but when this is the case, the client frequently winds up with a bunch of less than adequate spots.

The time factor adds to the complexity of the problem. Campaigns, as a rule, are only infrequently approved weeks in advance — the usual case being that many spots must be purchased within a short period. In a medium sized agency such as ours, it means our three man department must turn both barrels on the project to try to flush out the high rated spots we seek.

Mr. Knight

All of the foregoing pointed up the need for a "centralization point" of some sort into which all spot information would flow and thence be sifted. Months ago, a simplified "Spot Radio and TV Availabilities" form was developed. It consisted of a mere columnized form with headings under which pertinent spot information could be listed.

As availabilities were received from the station representatives—they were listed on the form and readily evaluated.

The form worked from the beginning—adding system to our process, saving time, and readily pointing out the better buys.

Recently, the form was expanded a bit to include more information, (see illustration). We intend that it remain this size and grow no larger—because such a form could continue to grow almost *ad infinitum*.

* * *

TO show specifically how we use the form, let's build a mythical case. Say we receive word to purchase two one-minute TV afternoon spots, and two 20-second TV evening spots in 10 widely scattered markets for 26 weeks.

The product is a new canned food item, and the campaign is to begin in three weeks. Other buying specifications are as follows: 1. Spots should be near women-interest shows. 2. On Thursdays and Fridays, if possible. 3. Afternoon spots should not be aired later than 5 p.m.

The above specifications are sent in letter form to representatives of *all* TV stations in the ten markets —25 stations in all. By phone, letter, and wire the replies begin coming in—and before you know it, you're deluged with program descriptions, coverage maps, program schedules marked with red and blue pencilings, rate cards, lists of spots, and maybe, if you're lucky, a nice concise letter listing the four or five really best buys.

Here is where our form goes to work: Taking each station's information, we quickly run down the submitted data to note the better availabilities. These are transferred to the form. (In the case of telephone calls, naturally we note the information directly on the sheet—asking the station representative the questions as we go along.)

* * *

AFTER the information is listed, a pencil line is drawn across the sheet to separate individual spot information.

Under the duration column is noted the length of the spot involved—one minute, 30 seconds, 20 seconds, or 10 seconds. Due to the fact that we subscribe to Pulse, we try to secure all ratings on the basis of that service. Where the ratings of two programs are averaged to secure the rating of the spot in-between, we refer to this rating as the applicable rating.

Under the remarks column are three spaces left blank. In special cases where an exceptional amount of data is required, these columns are headed number families, number persons, and cost per thousand (listeners).

After the spot listing is completed, the better ones are easily brought to light in any market through simple comparison. These are then purchased as quickly as possible—if such power of action has been delegated by the client. If the client wishes to approve all purchases beforehand, the sheets are typed, our recommendations noted therein, and they are sent off for the client's comments.

In some cases, the forms have been sent directly to station representatives for filling in. Representatives like the idea—claiming it eliminates the need for lengthy explanatory letters, thus saving them time and effort.

As mentioned before—the form has proved very successful—not only for the agency but for the client as well. For the client it greatly simplifies his problem of approving or disapproving our recommendations and makes it easy for him to make alternative selections.

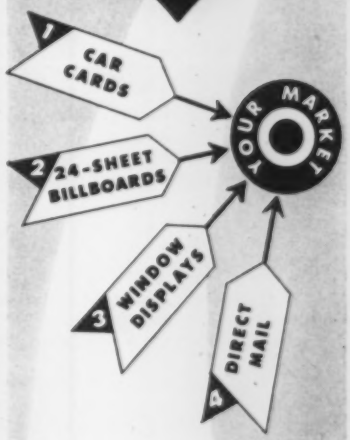
Each client to whom the form has been submitted has shown enthusiasm for its simplicity and easy workability.

THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.
SPOT RADIO AND TV AVAILABILITIES

CITY LOS ANGELES
NO. RECEIVERS 1,312,300

DATE RECEIVED	REP.	STATION	DATE AVAILABLE	DURATION	DAY(S)	TIME	PRECEDING PROGRAM	RATE	FOLLOWING PROGRAM	RATE	AVG. RATE	RATE COST	REMARKS
9/28	A.B.C.	KECA-TV	10/1	20 sec.	Thurs.	9 PM	Hour of Adventure	8.0	Open	8.0	6.0	$600	
9/28	Petry	KTLA	Immed.	One Minute	Tues.	9:15 PM	Eight O'Clock Theatre	7.0	Film Featurette	7.0	7.0	130	Can be purchased as one min., or 20 secs.
9/24	Hat.	KLAC-TV	Immed.	1 min.	Mon. thru Fri.	1- 4:30 PM	Participations within "Al Jarvis" Show				6.0	120	
9/28	Chr.	KTSL	10/8	1 min.	Mon.	1:30 PM	Diary Alice	?	Harry Hoare	5.0	?	60	

PROMOTION BONUS FOR SPONSORS...
FOUR EXTRA SHOTS FOR EXTRA SALES!



CAR CARDS with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS blanket the complete Philadelphia Market area, promoting WIBG programs.

WINDOW DISPLAYS of sponsor's products face directly on Walnut Street—downtown—the only such display on this busy thorofare.

DIRECT MAIL goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

WIBG
10,000 Watts
Philadelphia's Most Powerful Independent

REPRESENTED BY
Radio Representatives Inc.

KOIN STAFF CLUB
Adds Five Members

FIVE MORE staff members will join the "10-20 Year Club" of KOIN Portland, Ore., at the station's annual banquet Nov. 9, Harry H. Buckendahl, manager, announced last week.

With the addition of the five new members, 33 employes will have been with KOIN a decade or more. Nine have 15-20 years of service with the station, and 10 members have chalked up 20 years.

The five new members will be Stan Warwick, announcer, and Dale Denny, who join the 10-year club; Louis Bookwalter, director of engineering for KOIN and KJR Seattle; and Byron Paul and Lloyd Woodell, KOIN technicians, who become 20-year members.

NEW children's 45-rpm record player, decorated with Walt Disney's gay Alice-in-Wonderland characters is being shipped to RCA Victor Distributors. New player (Model 45EY26) is extremely simple to operate and plays up to 14 records. The suggested retail price is $29.95.

LAMB ANSWERS

Hits 'Political' Attack

DISPUTE begun by a Congressman's allegations against Broadcaster Ed Lamb of Toledo [B•T, Oct. 22] erupted last week with Mr. Lamb labeling the attack as "political" while Rep. Robert Crosser (D-Ohio) revealed he would discuss the accusations with FCC Chairman Wayne Coy.

Rep. Crosser told BROADCASTING • TELECASTING last Thursday he would speak to Mr. Coy "very shortly" about the charges contained in a letter he received a fortnight ago.

Rep. Crosser is chairman of the House Interstate & Foreign Commerce Committee. The letter in question was sent by Rep. Leonard Hall (R-N. Y.) urging his committee to ask FCC to hold back approval for Mr. Lamb's purchase of WHOO - AM - FM Orlando, Fla. [B•T, Oct. 15].

The New Yorker asked the Crosser committee, of which he is a member, to consider "an inquiry into Mr. Lamb's activities both past and present."

Lamb Reply

Meanwhile, Mr. Lamb issued a hard-hitting statement, that concluded:

"I dare any of these . . . to appear before any Congressional committee hearing so that we can cross-examine the background of their political attacks. I'll stop their smear-and-run attacks once and for all!"

Rep. Crosser disclosed that he has had a number of letters sent to him from church people from Toledo and also Erie, Pa., where Mr. Lamb publishes the Erie *Dispatch*, crediting Mr. Lamb as a leading church figure. He said the letters were representative of the Protestant, Catholic and Jewish churches.

"If that is true," Rep. Crosser said, "I can't see how he's much of a communist."

In his news release, Mr. Lamb charged the attack made by Rep. Hall was a case of "sour grapes put in his mouth by disgruntled business competitors."

Mr. Lamb noted that his TV and radio properties are conducted "in the public interest and that the best evidence of their success has been the receipt of most of the top flight awards given by religious, educational and commercial interests. More than 75% of all the commercial telecasters in the U. S. have visited my Erie, Pa., television station [WICU (TV)] to observe its successful operation."

In his letter, Rep. Hall had alleged that Mr. Lamb was a member of certain organizations which "have been cited in the Attorney General's list."

Mr. Lamb said he had never been a member of any organization or a member after the organization was listed by the Attorney General as subversive. He said that in the 1930s he had been an "officer and founder of the National Lawyers Guild and many other liberal groups."

"I have been, I am now and I will remain a liberal and progressive American citizen," Mr. Lamb said. "No amount of attacks by any antiquated, frustrated, old Republican die-hard will ever make me change my belief in a dynamic improving American economy."

In his letter, Rep. Hall had cited data concerning alleged affiliations with organizations by Mr. Lamb, saying Congress had been interested in Mr. Lamb's record because within the space of two weeks in 1948 he "received five operating licenses from the FCC. Congress considered it a proper matter to inquire into the communist associations of a man who would control the airwaves of five outlets under government license."

LONG APPOINTED

RTMA Statistical Director

STATISTICAL activities of Radio-Television Mfrs. Assn. will be centered in the association's Washington headquarters, according to RTMA President Glen McDaniel who announced appointment of William F. E. Long as statistical director. Previously statistics have been compiled by Haskins & Sells, Philadelphia auditors.

Mr. Long formerly was director of the statistical division of National Paint, Varnish & Lacquer Assn. and had been with All-American Airways as well as an economics instructor at George Washington U.

Statistical services will be moved to headquarters when RTMA moves into the new Wyatt Bldg., Washington, now near completion at 14th & H, Washington. All RTMA company statistics are confidential, with individual member's figures not divulged. Industrywide figures are made public, however.

ELECTRONIC PROSPECTS

To Be Discussed Nov. 1

RADIO transmitter manufacturers and government officials will join Thursday in a discussion of the electronics industry prospects for 1952. The one-day meeting of manufacturer members of the RTMA Transmitter Division will meet at the Wardman Park Hotel, Washington.

A dinner will climax the all-day session. Rear Adm. John R. Redman, director of communications-electronics, Joint Chiefs of Staff, will give the principal address. H. F. Hoffman, Machlett Labs., is division chairman and will preside.

A panel discussion on 1952 prospects will include Fred R. Lack, Western Electric Co., for industry; E. T. Morris Jr., director, Electronics Division, National Production Authority, for NPA; Col. C. A. Poutrie, director, Office of Electronics Programs, Munitions Board, for the board; Curtis B. Plummer, chief of Broadcast Bureau, FCC, for the Commission. Moderator will be C. W. Miller, Westinghouse Electric Corp.

Spero Named

STANLEY SPERO, KFAC Los Angeles, has been appointed chairman of the Southern California Broadcasters Assn. Radio Sales Promotion Committee to replace Kevin Sweeney, who soon joins BAB (see story, page 60). Mr. Spero's appointment was announced by A. E. Joscelyn, SCBA president. The committee will meet Nov. 1 (Thursday) to plan for continuing promotion efforts.

SOME 180 Esso dealers and officials of Esso Standard Oil Co. attended a banquet launching broadcasts of *Esso Reporter* on WDEF Chattanooga, Tenn. Looking forward to a rewarding association are (l to r) Joe F. Timlin, vice president, Branham Co., New York, WDEF representative; Ken Flenniken, WDEF general manager; Carter M. Parham, WDEF president; Curt Peterson, partner, Marschalk & Pratt Co., New York, Esso agency; Vern Carrier, Esso, New York; Paul J. Ward, division manager, Esso, Memphis; Charles L. Brock, district manager, Esso, Chattanooga; E. D. Kammer, WDEF merchandising manager.

OPERA 'PIRATING'

Charged by Kolodin

PROBLEM of music performance property rights came to the fore again last week. Irving Kolodin, music critic of *The Saturday Review of Literature*, writing Oct. 24, charged that a commercial recording of Verdi's "Un Ballo Maschera" is in fact a "pirated reproduction" of a Metropolitan Opera broadcast on ABC on Nov. 22, 1947.

The Saturday Review article said the recording was issued by Classic Editions, Brooklyn, and purportedly was made by Italian opera stars and other talent. Mr. Kolodin, however, contended the acoustical background, audience applause and action spacing, point to the Metropolitan Opera as the origin.

In October 1950 the New York State Supreme Court ruled in favor of an application by the Metropolitan Opera, ABC and Columbia Records for an injunction to restrain reproduction of opera broadcasts by Wagner Nichols Recording Co.

ABC this season enters its 12th consecutive year of airing Metropolitan Opera broadcasts. Telecasts have been aired about three years.

Verdi's operas are in public domain.

GENERAL TIRE

Reports Record Sales

GENERAL Tire & Rubber Co., owner of the Don Lee and Yankee networks and now in process of merging its radio-TV properties with WOR-AM-FM-TV New York, will reach record sales of between $170 and $180 million for the fiscal year ending Nov. 30, President William O'Neil announced last week.

Allowances for federal taxes will reduce consolidated earnings to about $10 a common share, however, as compared to the $13.88 for last year's sales of $125,375,000. Earnings will nevertheless be increased by another $4 or $5, Mr. O'Niel estimated, from profits of foreign operations and the Yankee Network Inc.

KDET CONTEST

Winners Are Announced

KDET Center, Tex., last week announced winners in its 1951 Rural Achievements Contest, conducted among residents of seven eastern Texas counties and four Louisiana parishes.

Awards were distributed by Tolbert Foster, KDET president, during a broadcast supervised by John Moosberg, station farm director, who conducted the contest.

Prizes of cash and wrist watches were awarded for outstanding achievements during 1951 in soil conservation, crop production, broiler raising, ranching, dairying, farm management, pasture improvement and kindred efforts.

KANSAS STUDY

Dr. Whan Issues 1951 Data

MULTIPLE-SET listening in Kansas homes provides an important audience not shown in most audience studies, according to the 1951 study of the Kansas audience conducted by Dr. F. L. Whan, U. of Wichita. The study was published by WIBW and KCKN Kansas City. ★

Based on statewide interviews covering 7,004 families, the study shows that 96.2% of the homes with one radio use their sets on an average day. In the case of two-radio homes, the second set is used on an average day by 53.9% of families, with the first set used by 94.8%.

In three-radio homes, the third set is used by 32.6% of the families on an average day compared to 69.6% for the second set and 96.3% for the first set. The fourth set in four-radio homes is used by 16.7% of families on an average day.

Percentage of all Kansas families owning one or more radios in the home rose from 84.8% in 1940 to 98% in 1951. These figures break down into 71.6% of one-set homes in 1940 compared to 58.9% in 1951; 10.8% of homes with two sets in 1940, 30.5% in 1951; 2.4% of homes with three or more sets in 1940, 10.6% in 1951. Percent of cars with auto radios tripled, rising from 20.8% in 1940 to 62.4% in 1951.

Multiple Set Use

The average multiple-set Kansas family uses two sets simultaneously 8.41 quarter-hours each day, the survey shows, with greater use of the sets made on Saturday than on weekdays or Sunday.

"This additional two hours of listening in nearly half the homes in Kansas represents 'extra listening' not usually measured by radio audience research limited to analysis of the family set," according to the Whan study.

In one-set homes the average adult listens 4.37 hours per weekday, it was found. In two-set homes the adult listens 4.90 hours and in three-or-more-set homes the figure is 5.00 hours.

Car radios provide an important amount of "extra listening" not measured by most audience research, Dr. Whan observed.

Breaking the day into quarter-hour segments, the survey discovered that for each 100 listening homes, 146 persons (over 4 years of age) are listening to the radio at 5 a. m. on weekdays, rising to 218 persons at 7 a. m. Listening falls somewhat between 9:30-11 a. m., rising to 191 at noon, falling again in mid-afternoon and reaching a peak of 242 persons per 100 homes at 7:30-7:45 p.m., and 248 persons 10:30-10:45 p. m.

Peak listening occurs on Sunday, with 357 persons per 100 listening homes actually listening at 6:30-6:45 a. m. The listening level runs high up to 10:15-10:30 p. m., and then falls off rapidly.

The Kansas home averages 11.20 listening hours per weekday, spread as follows: Women, 5.16 hours; men, 2.59 hours; children 12-18, 2.47 hours; children 4-11, 2.45 hours. These figures are total hours reported, divided by number living in homes studied.

Thus the average woman over 18 listens a great deal more than the average man or child, with differences being smaller on Saturday and Sunday than on weekdays, according to Dr. Wahn.

Comparing the prestige of radio and newspapers in Kansas, Dr. Whan found that on farms 26.2% of the women questioned rank radio higher than newspapers, with 13.2% ranking newspapers higher than radio. Others ranked them the same.

Of the men questioned on farms, 25.4% ranked radio higher than newspapers and 15.0% ranked newspapers higher than radio.

In villages, 24.5% of women ranked radio above newspapers and 15.5% ranked newspapers above radio. Of the men, 23.4% ranked radio above newspapers and 15.7% ranked newspapers above radio.

In cities 28% of women ranked radio above newspapers and 15.9% ranked newspapers above radio. Of the men interviewed, 28% ranked radio above newspapers and 15.4% ranked newspapers above radio.

About three-fourths of the women said radio is doing a good or excellent job in their area. The same results were obtained from men, though the percentages were slightly smaller in some classifications.

News broadcasts continue to be the most popular, ranking above the 1947 level, followed by comedians, participation programs, popular music, sports, complete drama, religious, oldtime music, serial drama, talks, variety, market reports, band music, classical music, farming talks and homemaking programs.

These preferences have been consistent in Kansas for the last five years, it was observed.

FREEDOM AWARDS

Jury Panel Selected

FREEDOMS FOUNDATION, Valley Forge, Pa., last week announced appointment of 23 persons to select winners of the foundation's $100,000 Freedom Awards for 1951.

Awards jury will meet at Valley Forge Dec. 1-5 under Dr. Harold Case, president of Boston U. and judge thousands of sermons, editorials, community programs, unpublished essays, photographs and other materials.

Last year, three West Coast radiomen were honored by the foundation for bringing about a better understanding of the American way of life. Awards were made Feb. 13 at a Hollywood Adv. Club meeting [B•T, Feb. 20, 1950].

RCA TUBES

The standard of comparison

A Better FM Power Triode*

Designed particularly for FM broadcast service, this "metal-header" triode features a very efficient plate radiator requiring less than half the air flow previously needed for a tube having the same power-handling capability. With its cooler operating temperature, the RCA-5762 offers substantial operating economy.

This is another example of the way RCA engineering leadership continues to give broadcasters more tube hours of service per dollar!

Your RCA Tube Distributor can handle your order in minimum time. Call him. He's as near as your phone!

*The RCA-5762 can be used, with FCC approval, as a direct replacement for the older type 7C24 in RCA transmitters BTF-1C, BTF-3B, and BTF-10B (*as explained in the June issue of Tube Tips*).

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

SCHWIMMER SUIT

Asks $150,000 Damages

SUIT for $150,000 damages and a petition for an injunction have been filed in Chicago Superior Court by Walter Schwimmer Productions, radio-TV package firm, against Monitor Productions, same city. The Schwimmer firm accused Monitor and its president, Ken Houston, of plagiarism of a show idea and theft of trade secrets.

Attorneys for Mr. Schwimmer claim Mr. Houston, former sales manager of Walter Schwimmer Productions, left the concern, opened a rival package company and sold *Relay Quiz*, an "infringement" of Walter Schwimmer Productions' *Tello-Test*. The firm also charges Mr. Houston "pirated Schwimmer's ideas and methods," and that *Relay-Quiz* "is substantially a plagiarism of *Tello-Test*." The suit asks restraint of further broadcast of the Monitor show.

In addition, the complaint charges Mr. Houston combined the *Tello-Test* format with another program—*Chain Call*—being prepared for syndication by Schwimmer when he worked there. The latter show has never been released because Monitor's *Relay-Quiz* exploited the market for it, a Walter Schwimmer Productions spokesman said. Mr. Houston declined comment on the allegations.

Mr. Schwimmer charges that Mr. Houston, during the time he worked at Schwimmer Productions, "became cognizant of the special techniques, methods and confidential information used in the successful programming, merchandising and marketing of *Tello-Test*.

Monitor Productions has until Nov. 19 to file pleadings in answer to the complaint.

WBAM TO 50 KW

Daytimer Gets FCC Grant

GRANT of 50 kw on 740 kc for daytime-only WBAM Montgomery, Ala., was made by the FCC last week. It is believed to be the first of its kind in the U. S.

Grant specified a directional antenna and stringent engineering conditions when it authorized WBAM to go from 250 w to 50 kw.

According to the application, the station will use two towers for its directional antenna. Cost was estimated at $53,500, but this did not include building construction. Station will lease building and land. It is also using a second-hand transmitter.

Frequency is a Canadian clear channel, with CBL Toronto the dominant station.

AS DIRECT result of special programs and appeals for donations to build a USO lounge, broadcast exclusively over WHLI-AM-FM Hempstead, L. I., USO Committee for Nassau and Suffolk Counties announced Oct. 24 negotiations have begun for setting up servicemen's lounge in mid-island area.

DISTRICT 6

TV MEMBERS of NARTB pay their own way in the association, President Harold E. Fellows told the NARTB District 6 meeting at its opening session Thursday. Meeting at the St. Charles Hotel, New Orleans, the district's first day was marked by close attention to association affairs.

Harold Wheelahan, WSMB New Orleans, opened the two-day meeting Thursday morning with well over a hundred delegates present. Mr. Wheelahan turned over the gavel to F. C. Sowell, WLAC Nashville. Others who presided Thursday and Friday included Henry B. Clay, KWKH Shreveport, and George H. Thomas, KVOL Lafayette, newly elected president of the Louisiana State Assn. of Broadcasters.

At the question-answer session President Fellows was asked by Charles Planchard, KWCJ Alexandria, La., where NARTB was getting the money to pay for services to its TV members. Mr. Fellows explained that 70 TV stations pay $135,000 in dues though actual cost of direct TV-only operations is only $40,000. Other funds go to rent and participation in general association activities. The 1,000 aural station members pay $500,000 to the association, he added, with TV self-supporting.

Answering a question from J. Roy Dabadie, WJBO Baton Rouge, La., Mr. Fellows said the association had acquired 154 new members in recent months due mainly to the personal-contact efforts of Jack Hardesty, station relations director, and his assistant, William K. Treynor.

A television panel included Henry W. Slavick, WMCT (TV) Memphis; Robert D. Swezey, WDSU-TV new Orleans, and Irving Waugh, WSM-TV Nashville. Mr. Swezey, a member of the NARTB TV board of directors, told delegates, "You'll all be in TV soon."

He said someone else "will beat you to the punch if you aren't," adding that present TV station operators had broken ground and the medium now is well accepted by public, agencies and advertisers.

Answering a question by Julian F. Haas, KARK Little Rock, Mr. Waugh said WSM-TV had one rate now but might add a retail rate when competition develops. Revenue comes one-half from local and a quarter each from spot and network, he added.

Mr. Slavick said WMCT (TV) has national, regional and local rates.

Mr. Clay asked what size city can support a TV outlet. Richard P. Doherty, NARTB employe-employer relations director, cited research data on operations in different cities.

Oliver Gramling, AP assistant general manager for radio, spoke on the revenue potential of radio news.

Named to the Resolutions Committee were Granville Walters, WAML Laurel, Miss.; Mr. Dabadie, and Hoyt Wooten, WREC Memphis.

William B. Ryan, president of Broadcast Advertising Bureau, conducted a Friday sales clinic. Participants were Mr. Sowell, chairman; Earl Moreland, WMC Memphis; Mr. Haas; Ed Wilkerson, WSLI Jackson, Miss.; Maurice Thompson, WJDX Jackson, and B. G. Robertson, KWKH Shreveport.

Carl Haverlin, BMI president, addressed the meeting Friday morning. Mr. Doherty conducted his management session and review of employe relations problems.

(see story page 85).

THOMAS ELECTED

New LSAB President

GEORGE H. THOMAS, KVOL Lafayette, was elected president of the Louisiana State Assn. of Broadcasters at a meeting held Wednesday in New Orleans. J. C. Liner, KMLB Monroe, was elected vice president, and B. Hillman Bailey Jr., KSIG Crowley, secretary-treasurer.

President Thomas will name a committee to draw up a statement of the association's views on station audience measurement. NARTB President Harold E. Fellows addressed the delegates Wednesday

NARTB Finances, Status Of TV Explained

NAACP REQUEST

For ABC Time Rejected

ABC President Robert E. Kintner last week rejected a request of the National Assn. for the Advancement of Colored People for time in which to reply to Commentator Walter Winchell with respect to a purported incident involving entertainer Josephine Baker at New York's Stork Club.

Mr. Winchell, in his broadcast of Oct. 21 on ABC, reported that Miss Baker, a Negro star, had complained to authorities that she had been discriminated against in an effort to obtain service at the Stork Club and that she had told that Mr. Winchell was in the place at that time. Mr. Winchell denied in his broadcast that he was present when the incident occurred, and said that he was "appalled" that Miss Baker had been embarrassed, but that in view of his record on behalf of minorities he was also disturbed that it seemed necessary for him to reiterate his position against discrimination.

When NAACP officials asked for time to reply, Mr. Kintner sent a telegram quoting Mr. Winchell's broadcast, which had included the reading of a letter from Walter White, NAACP head and one of those seeking reply time, saying Mr. White had learned since the incident that Mr. Winchell was unaware of it at the time it occurred.

MICROWAVE RELAY

New NBS Technique

A METHOD for alleviating one difficulty in line-of-sight microwave communications—service interruptions resulting from ground-reflection effects—has been devised by National Bureau of Standards through application of optical methods and theories to microwave techniques. A method based on the classical Huygens-Fresnel diffraction theory has been developed by H. E. Bussey of NBS for the suppression of the ground-reflected waves which are present in microwave radio and TV relay link operations.

Interruptions in line-of-sight microwave communications may occur when the direct wave from the transmitter and the ground-reflected wave destructively interfere with each other at the receiver. In the NBS method, reflected-wave suppression is achieved by setting a small screen of the proper size on the ground at the "reflection point" in the path. The reflected wave at the receiver is then substantially diminished, to an extent depending on the smoothness of the ground plane. The screen blocks only a small part of the re-radiation from the ground to the receiver, the remainder of the reflected radiation adding up to zero at the receiver. The direct wave undergoes little or no modification.

NLRB ELECTIONS

California Issues Pend

AT NLRB elections last week in San Diego, NABET was named bargaining representative for engineers and technicians at KFMB-AM-TV, KCBQ and KSDO. IBEW won jurisdiction at KGB. Only one ballot was cast at KSON out of four eligible votes with the result that the vote was impounded pending NLRB decision as to whether a further election should be held.

Meanwhile, informal hearing was held by NLRB in Los Angeles on petitions filed by unions for men at KHJ-AM-TV Los Angeles. Date for formal hearings is expected to be set soon. Also awaited is the NLRB decision in petitions filed by NABET, IBEW and IATSE for employes at KTTV (TV) Los Angeles and CBS Television.

American Chicle Buys

AMERICAN Chicle Co., N. Y. (Dentyne & Chiclets), through Sullivan, Stauffer, Colwell & Bayles, same city, starts sponsorship of new *Will Rogers* program series over ABC Radio, Tuesday, 5:55-6 p.m., effective tomorrow (Tuesday). Contract for series, featuring taped excerpts from philosopher-comedian's broadcasts, has been ordered for approximately 200 network stations for nine weeks.

Respects

(Continued from page 52)

KARK Little Rock, Ark., as program manager. While there, the station was awarded the annual *Variety* Show Management Award for stations of its class. Mr. Cleghorn returned to WMC in 1937 as program manager.

In December 1943 he joined the Navy and for two years served as a tactical radar officer, taking part aboard an attack transport in the battles of Iwo Jima and Okinawa.

After returning from the war, he rejoined WMC. He remained at that station until August 1947, when he left to open WRBC Jackson, Miss. He managed WRBC two years, returning to Memphis in September, 1949, to take over as general manager of WHBQ.

Active in civic affairs, he is a member of Kappa Sigma fraternity, a first vice president of the Memphis Kiwanis Club and is regular teacher of the men's Bible class of the Second Presbyterian Church. He comes by his religious leaning naturally—his grandfather was a Presbyterian minister.

His hobbies are tennis, to keep his body trim; music, because his life would not be complete without music, and gardening because he finds working in the soil refreshing to both mind and body.

In the course of his gyrations back and forth from Iowa, he acquired a farm which absorbs much of his interest.

Mr. Cleghorn married the former Rosa Parker. They have two children, Judith, 17, and Elizabeth, 7. Like their father, both daughters are musically inclined.

If realization of ambition makes a rich man, then Mr. Cleghorn may be considered wealthy. His ambition simply is to become a good radio station manager.

David McMillan

DAVID McMILLAN, 67, president, Grand Advertising of Canada Ltd., Toronto, died on Oct. 16 of a cerebral hemorrhage. Born in Scotland, he went to Canada as a young man. He was connected with Grant Adv. of Canada since its inception.

SPORTS RIGHTS

Justice Dept. Case Widely Observed

SPORTS OBSERVERS see a big court battle shaping up over the Justice Dept.'s civil suit against professional football charging restraint of broadcasts and telecasts in violation of anti-trust laws [B•T, Oct. 15].

The suit also served to squash further Capitol Hill deliberations on both football and baseball problems involving the media.

Justice Dept. officials, BROADCASTING • TELECASTING learned, have had under consideration the filing of a simultaneous suit. However, no decision was made, with the consensus now directed at watching the progress of the suit filed in Philadelphia.

That suit names all 12 National Football League clubs, and the league itself, as defendants.

It charges them with engaging since January 1951 "in combination and conspiracy in the unreasonable restraint of trade and commerce" in the broadcasting and telecasting of professional football games.

With this suit, the Justice Dept. hopes to clarify radio-TV rights in relation to the sports world. The House Monopoly Subcommittee, which has been holding hearings on the baseball reserve clause, immediately ordered a blackout on its study of radio-TV rights in hope the courts will come up with some answers.

Bearing on Decision

Also affecting this decision by the Congressional group was the baseball ruling, announced a fortnight ago, that the major leagues will drop "territorial" rules and revert radio-TV rights negotiations back to the individual clubs rather than to the leagues [B•T, Oct. 15].

The football suit was filed in the Eastern District of Pennsylvania since the league headquarters in Philadelphia. A bill of complaint was served Oct. 18 on the Detroit Lions.

Indication that the suit will be argued extensively was seen in a statement by Edwin J. Anderson, president of the Lions. He said the club will contest the suit and will "take it to the highest court in the land if necessary."

The club's business manager, W. Nicholas Kerbawy, revealed that Federal Bureau of Investigation agents had seized the football club's radio and TV files last month as part of the government investigation.

A staff member of the House Monopoly Subcommittee told BROADCASTING • TELECASTING his group decided to shelve its radio-TV study because it now appeared that media restrictions involve all sports, thus making any probe necessarily all-encompassing. The subcommittee, the spokesman said, is confining its hearings to baseball only.

He said the main reason for the decision by the Congressmen was that no one could determine at this time what effect the new baseball rule will have in relationship to the reserve clause.

Prior to the new developments, the subcommittee was interested in the manner in which the leagues handled radio-TV rights because the reserve clause possibly could be declared unlawful under anti-trust laws if baseball were adjudged to be engaged in interstate commerce.

If legislation were passed, such as that introduced in the Senate (S 1526) by Sen. Ed C. Johnson (D-Col.) and similarly in the House, the reserve clause would be protected by act of Congress. Hearings held previously by the subcommittee stirred some discussion on the radio-TV aspect [B•T, Aug. 13].

Maintains Previous Policy

During renewed hearings on the reserve clause, the Senate subcommittee, following its policy of steering clear of radio-TV, brushed off a suggestion that it approve TV restrictions of major league ball games in minor league territory.

Proposal was made by Leslie M. O'Connor, Pacific Coast League counsel, who said TV threatened the life of minor league baseball. He asked for remedial legislation. However, he agreed with House members, that chances for getting such legislation were "dubious."

Justice Dept. officials deferred judgment on the National Collegiate Athletic Assn.'s controlled football telecast plan. That will have to go by the board because of (1) the suit filed against pro-football and (2) the short period in which collegiate football is on the scene. Rather, the government is inclined to wait until next season when perhaps the suit against pro-football may be settled.

INTERNATIONAL Alliance of Theatrical Stage Employes & Moving Picture Machine Operators of the U. S. and Canada has moved to new offices at 1270 Sixth Avenue, suite 1900, New York 20.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

$14 MILLION GAIN* IN WISL Primary Area RETAIL SALES

TOTAL RETAIL SALES
$161,194,000

FOOD
$42,984,000

GEN'L. MDSE.
$15,628,000

APPAREL
$12,611,000

DRUG
$4,085,000

Serving the Largest Concentrated Market area between Harrisburg and Wilkes-Barre, Penna.

WISL
Shamokin, Pa.
1000 WATTS—FULL TIME
A Mutual Affiliate

*Source: Standard Rate and Data Service

SWEENEY TO BAB

Takes Promotion Post

APPOINTMENT of Kevin B. Sweeney, sales manager of Don Lee Television in Hollywood, to the post of director of national promotion for Broadcast Advertising Bureau, was announced last week by BAB President William B. Ryan.

Mr. Sweeney

His concentration on national promotion will include development of a field staff for personal contact work with national advertisers and agencies as well as with broadcasters.

Before setting up offices at BAB's New York headquarters, Mr. Sweeney will report for duty today (Monday) at Houston, where he will join Mr. Ryan at the NARTB District 13 meeting. In cooperation with Lee Hart, BAB sales and advertising specialist, Mr. Sweeney will take over the conduct of BAB sessions at several of the remaining NARTB district meetings, freeing Mr. Ryan to return to New York to supervise reorganization work there.

Mr. Sweeney has been in radio sales and promotion activities for 14 years, starting with CBS Hollywood. He later became sales promotion manager of ABC's Western Division, rising to Western Division vice president. He also is a former manager of the Housewives Protective League programs. From 1948 until he joined Don Lee a short time ago he was with KFI-AM-TV Los Angeles, where he served first as a promotion consultant and later as general sales manager. Mr. Ryan was general manager of the station then.

TAX AID GRANTS

Electronic Firms Gain

TAX writeoff certificates have been issued by the Defense Production Administration for new or expanded plant facilities included a number of applications filed by electronics firms. Breakdown by firm, product and percentage of requested amount allowed follows:

Raytheon Mfg. Co., Newton, Mass., electronic tubes, 75%; Raytheon, Waltham, Mass., magnetron tubes, 75%; Emerson Radio & Phonograph Corp., Jersey City, N. J., fuses, 75% ($1,960,160); Blaw-Knox Co., Pittsburgh, iron rolls, 60%; RCA, Lancaster, Pa., electronic tubes, 75%; Jeffers Electronics, DuBois, Pa., capacitors, coal chokes, 75%; Westinghouse Electric Corp., East Pittsburgh and Lester, Pa., steam turbine electric generators, 60% each; Sylvania Electric Products, Warren, Pa., electrical products, 75%; Corning Glass Works, Danville, Ky., lead glass tubing and rod for electronic tubes, 50% ($2,228,450), and glass bulbs for tubes, 50% ($3,605,750); Hughes Tool Co., Culver City, Calif., electronic equipment, 75%; Motorola Inc., Phoenix, Ariz., research, 75%; Hycon Mfg. Co., Pasadena, electronic equipment, 75%.

In This Two TV Station Market Served by Four TV Networks

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

24.2% more local advertisers bought time on Radio Station WOC, July 1, 1950-June 30, 1951, *than in any previous 12-month period . . .*

. . . local advertisers spent more money for time on WOC during this period, **14.4%** *than in any similar 12-months . . .*

Men who buy advertising at the local level . . . *the cash register level* . . . know what piles up those black-ink figures on their sales reports. Take your cue from the 215 local advertisers who use WOC. Buy at their *cash register level*—you'll buy WOC and you'll find your Quint-City sales skyrocketing.

WOC
THE QUINT-CITIES AM - FM ALSO TV
DAVENPORT, IOWA

Basic NBC Affiliate
5000 W—1420 Kc
Col. B. J. Palmer, president
Ernest C. Sanders, manager

National Representatives
Free & Peters, Inc.

allied arts

TOMMY GREENHOW, Famous Artists Corp., Beverly Hills, Calif., to Frederic W. Ziv Co., Hollywood, handling talent and new program development for West Coast office.

JOE C. DONOHUE, program consultant and packager, appointed director of radio and TV departments Famous Artists Corp., Beverly Hills, Calif. Mr. Donohue was with CBS and William Esty Co.

Mr. Donohue

REG EVANS, vice president General Screen Adv., N. Y., named vice president of newly formed Ad-Film Distributors, N. Y.

AL SHULMAN, Columbia Transcriptions, N. Y., appointed manager of sales service.

ROBERT J. ASHERMAN, director, script-writer and publicist, to Visual Media Inc., N. Y., as production manager.

WALTER KINLEY, Ziv Television Programs Inc., transferred to the company's Hollywood office.

JAMES M. STACEY appointed account executive Audio-Video Recording Co., N. Y.

NATIONAL RESEARCH BUREAU Inc., Chicago, announces purchase of all script shows owned by **H. R. von DORSTER,** Radio Writers' Laboratory, Lancaster, Pa.

MIKE JABLONS, Gainsborough Assoc., N. Y. (public relations), appointed director of radio and TV exploitation for *Herald Tribune* Fresh Air Fund.

ROBERT KRONENBERBER, president Manhattan Films Int. Inc., film representative, named sales agent, Snader Telescription Sales, Beverly Hills.

FOLADARE, GREER & BOCK, Hollywood, publicity and public relations firm, moves to new offices in Security Building, 6381 Hollywood Blvd. Telephone is Hollywood 9-8135.

HARRY TIMMINS Jr., research director KTTV (TV) Los Angeles, resigns to form with **JAMES C. BALL,** advertising copywriter, new printing firm, Ball-Timmins, L. A. Mr. Timmins will be sales manager of new firm which starts operations Nov. 1.

ALEXANDER SEMMLER, composer-conductor, who recorded series of 26 programs of American music for Voice of America earlier this year, appointed by the office of U.S. High Commissioner for Germany (HICOG) to help reorganize musical schedules of American radio stations in Berlin and Vienna as part of psychological warfare campaign.

BOB DRESSLER, Paramount Pictures Corp., N. Y., appointed director of research and development Chromatic Television Laboratories, N. Y.

DR. KENNETH HARWOOD, director of graduate study and research in Dept. of Radio at U. of Alabama, named associate professor of radio and acting head of Dept. of Radio.

Equipment . . .

DR. LOUIS N. RIDENOUR, chief scientist U.S. Air Force, appointed director of engineering International Telemeter Corp., L. A.

MARVIN E. NULSEN Co., Indianapolis, Ind., manufacturers' representative, named sales representative for cathode-ray tube division Allen B. DuMont Labs, Passaic, N. J.

WILLIAM CORNELL, Universal Broadcasting School, L. A., resigns to form Cornell Radio System.

MERIT TRANSFORMER Corp., Chicago, now shipping jobbers new No. 1000 TV Kit which contains three major components for conversion, replacement and improvement of set reception. Kit also contains helpful information sheets—technical data on components—and other interesting information.

TELDISCO Inc., East Orange, N. J., appointed wholesale distributor for Zenith Radio Corp.'s radio and TV receivers.

Technical . . .

EDWARD UECKE, chief electronics engineer Capitol Records Inc., L. A. named chief engineer, electronics and recording division of firm. Mr. Uecke continues supervision of engineering departments of Home Office quality control, recording development, equipment installation and maintenance, in addition assuming executive supervision of all Capitol recording operations.

DICK LOEB, cameraman KECA-TV Los Angeles, father of twins, Judy and Nancy.

TOM BAIRD SUMNER, engineer KECA-TV Hollywood, father of boy, Thomas Barrett, Oct. 19.

PHILIP G. CALDWELL, engineering director ABC Western Div., elected secretary-treasurer of Pacific Coast section, Society of Motion Picture and Television Engineers.

ROGER ROBERTS named engineering supervisor KJBS San Francisco. He succeeds **WAYNE BERTHOLD,** who resigned to join Voice of America.

G. WILLIAM LANG, assistant director of engineering WGN Chicago, elected board member and president of Midwest region, National Model Railroad Assn.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

TELECASTING

LATEST*

ARB Survey Shows:

"THE CISCO KID" is Washington's most popular Saturday evening local program with a rating of

15.7

* October, 1951
American Research Bureau

"THE CISCO KID"
STARRING
DUNCAN RENALDO and LEO CARRILLO
(AS CISCO) (AS PANCHO)
Famous stars of Cisco Kid movies.
O'Henry's Famous Robin Hood of the Range!

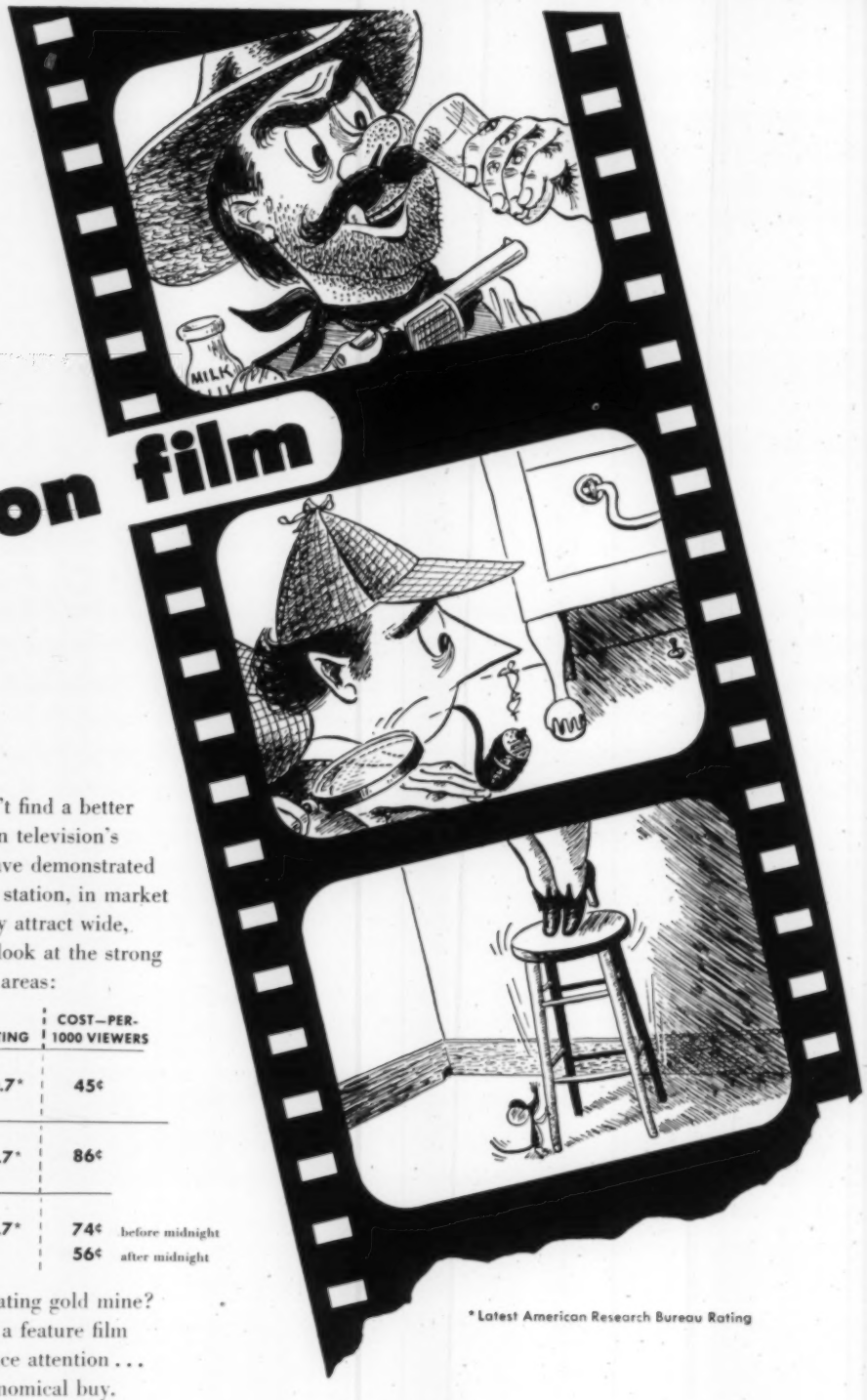
"THE CISCO KID" is available for sponsorship from 6:30-7 p.m. Saturday on WNBW.

Adjacent programs are "Safety Circus" (6-6:30 p.m.), a highly successful WNBW-developed show, and "American Youth Forum" (7-7:30 p.m.), an outstanding NBC feature.

Let this TOP-RATED, TOP-ENTERTAINMENT show SELL for you. *Contact your nearest NBC Spot Sales office or the WNBW Sales Department at REpublic 4000 TODAY!!*

WNBW

Channel Four
NBC-TV IN WASHINGTON



they sell on film

Western bad man . . .
private eye . . .
lady in distress . . .

No matter where you look, you can't find a better group of salesmen. That's right—*salesmen*. On television's feature films, these are the personalities who have demonstrated their superior selling ability on station after station, in market after market. Feature films just naturally attract wide, ready-to-buy audiences. For example: take a look at the strong showing they make in these three major selling areas:

	RATING	COST—PER-1000 VIEWERS
In Philadelphia— **WPTZ's *Frontier Playhouse*** (6:00—7:00 pm Monday through Saturday)	20.7*	45¢
In Washington— **WNBW's *Sunday Matinee*** (1:15—2:30 pm Sunday)	12.7*	86¢
In Boston— **WBZ-TV's *Feature Film Playhouse*** (11:30 pm—12:30 am Tues—Wed—Fri)	13.7*	74¢ before midnight 56¢ after midnight

*Latest American Research Bureau Rating

Want to get in on this high-rating gold mine? Simple as can be. A commercial slotted into a feature film promises an advertiser complete audience attention . . . hard-hitting sales impact . . . an unsurpassed, economical buy.

The sales successes of feature films are impressive. If you would like to capitalize on the many advantages of feature film advertising, call your nearest NBC Spot Salesman today. He knows the film shows that can produce for *your* clients—on these 8 major market stations:

→

WNBT New York
WNBQ Chicago
KNBH Hollywood
WPTZ Philadelphia
WBZ-TV Boston
WNBK Cleveland
WNBW Washington
WRGB Schenectady-Albany-Troy

represented by

NBC Spot Sales

New York Chicago Cleveland Hollywood San Francisco

National Press Bldg.
Washington 4, D. C.

OCTOBER 29, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TELECASTING

EDUCATORS' OUTLOOK

Now Up, Now Down in D. C.

By DAVE BERLYN

EDUCATIONAL TV station enthusiasts had their ups and downs in Washington during the past 10 days.

● Sen. William Benton (D-Conn.), upon the Senate's adjournment Oct. 20, pleaded again for a National Citizens Advisory Board on Radio and Television, and its cohabiter, the educational TV issue.

● Also in Washington, delegates last Tuesday at a national taxpayers' conference displayed distaste for federal or state financing of educational TV station operation.

In his speech, Sen. Benton said he hoped one of the first items on the agenda of the Congress next January would be consideration of his bill (S 1579) and his resolution (S J Res 76), now pending before the Senate Interstate & Foreign Commerce Committee.

He said Senate Majority Leader Ernest W. McFarland (D-Ariz.), who has chairmanned Senate Commerce subcommittee hearings on the measures, had "assured" him that further hearings will be held when Congress returns.

Noting that proponents of the legislation had been heard by the subcommittee, Sen. Benton said:

Among the opponents will be representatives of the National Assn. of Radio and Television Broadcaster. The staff of the association professes to see in the proposed Citizens Advisory Board a threat of "indirect censorship." I have repeatedly explained how such a Board cannot constitute such a threat. If it is imaginable that any President would appoint 11 men and women to try to censor radio and TV programs, is it conceivable that the Senate would approve such a group?

Leaving out mention in his speech of a majority on the FCC which held the Benton plan to involve dangers of censorship [B•T, Oct. 15], the Senator said:

However, the sensitivity of the industry to any possible criticism, even by an advisory board, is so great that I have no doubt that the association will continue to circularize its members, and that the members of the Senate will be hearing from some of their constituents that the First Amendment is endangered.

Sen. Benton also introduced a statement from the American Civil Liberties Union, which, he asserted, "wholly refutes the fears and charges of the National Assn. of Broadcasters."

ACLU said it supported the Benton bill "because it places emphasis on the question of reserving television channels for educational stations. The Radio Committee of the Union, which is composed of lawyers, educators and specialists in various field of radio and television, has declared itself in favor of the principle of reserving TV for educational stations, in accordance with our general policy of promoting diversity in the ownership of media of mass communications."

Would Improve Record

The civil liberties group said that while the radio-TV industry has done much to "disseminate information and to promote discussion through its facilities," the establishment of an advisory board would be a means to improve "that record." The FCC's Blue Book of 1946 pointed up a necessity for study of the allocation of time by radio stations, ACLU said.

Meanwhile, another companion bill to Sen. Benton's proposal was introduced in the House by Rep. Angier L. Goodwin (R-Mass.) Oct. 19. The measure (HR 5829) was referred to the House Interstate & Foreign Commerce Committee.

At the National Conference of State Taxpayers Assns., attended by delegates from 37 state taxpayer associations, delegates voiced displeasure with the Benton plan.

Meeting at the Wardman Park Hotel in Washington, D. C., the delegates were briefed last Monday on the educational TV picture as affected both by Sen. Benton's proposed legislation and by FCC's proposed TV allocations.

The next afternoon, discussion was thrown open by the chairman of the conference, Steve Stahl, executive vice president of the Oklahoma Expenditures Council.

Delegates were unanimous in opposing any moves by federal and state governments to get into educational television. They also voiced fear that such a move by government, on either state or federal level, would entrench it further in a field of private enterprise and would pose a threat in the *control* of educational media.

Also questioned was the cost of operating educational TV stations. It was pointed out that federal-state expenditures already are a problem and if the Benton plan succeeded, the government tax bill would balloon.

Another problem discussed by the delegates was possible effect of the international situation on any national or state plan to operate stations.

Reads Porter Letter

During his Senate speech, Sen. Benton read from a letter from Paul Porter, former FCC chairman and now a practicing attorney, and a letter from Raymond Rubicam, formerly of Young & Rubicam, advertising agency, now retired.

Mr. Porter's letter was sent to Harold E. Fellows, president of NARTB, and took exception to remarks in NARTB's *Confidential Management Newsletter*, which, Sen. Benton said, "Mr. Porter in-

(Continued on page 97)

ROGERS SUIT

Republic May Appeal

IN AN attempt to bring the controversial case before the Federal Appellate Court as soon as possible, Republic Pictures Corp. is expected to file within the next fortnight, an appeal against the U. S. District Court decision in Los Angeles, favoring Roy Rogers, film, radio and TV singing cowboy star [B•T, Oct. 22].

In a precedent-setting decision which may affect future use of old movies on video, Federal Judge Peirson M. Hall Oct. 18 granted the cowboy star a permanent injunction restraining Republic from selling or leasing to TV, on either a commercial or sustaining basis, any of the 81 Westerns he made for that studio while under contract.

Judge Hall, in his ruling, said Mr. Rogers had the right to control association of his name with any commercial product or advertising, except the motion picture as such. The movies couldn't be shown on a sustaining basis either, the jurist said, because, in effect, they would be advertising the TV station itself.

Frederic H. Study of Gibson, Dunn & Crutcher, attorneys for the cowboy star, was expected to file his findings of fact and conclusions of law this week, with Judge Hall then entering his formal decision. There also is possibility that Screen Actors Guild and other guilds and unions may enter *amicus curiae* briefs.

With signing of formal judgement, Republic Pictures can then file its appeal with U. S. Court of Appeals, according to Herman F. Selvin, of Loeb & Loeb, attorneys for the studio. That must come within 30 days after the jurists' formal signing, it was explained. Lined up on side of Republic will be other film producers who have millions of dollars invested in their backlogs of old theatrical releases, it is believed.

Also Asked Damages

Besides a permanent restraining order, Mr. Rogers also had sought $100,000 damages on the ground that because Republic planned to release the old westerns to TV, Quaker Oats cancelled his weekly radio program and lost interest in a proposed video show.

Judge Hall, in his findings, declared it was difficult to ascertain whether cancellation was due solely to Republic's move. He therefore denied damages.

In interpreting clauses of the cowboy star's 1937 contract which was amended by various letters and an agreement of 1948, Judge Hall said there were three properties embodied.

He listed them as (1) the right to photograph and exhibit; (2) the right to use the services for advertising the pictures and the artists and (3) the right to use his name, voice and likeness in connection with advertising and exploiting the pictures.

Judge Hall pointed out that two of these rights were granted perpetually to Republic. He named them as (1) the right to photograph and exhibit and (2) the right to use his name, voice and likeness for exploitation of the pictures or of the artist himself. The other right was limited to the term and, "as the evidence has so amply shown, Republic did not exercise that right only to a very limited way," he said.

As for rights concerning advertising, commercial tieups or pub-

(Continued on page 97)

TABOO? The new code says that "costuming . . . shall be within the bounds of propriety." It's up to you to decide whether a line of chorus girls like these would "embarrass or offend home viewers."

* * *

THE CODE

THE NEW handbook of etiquette that about half the nation's telecasters have approved in principle is getting a second reading from those who okayed it during a one-day session in Chicago a fortnight ago and a first curious look from those who didn't attend. They're beginning to realize that despite its 28 pages of explanation, the new code will create plenty of practical problems in interpretation. Propriety, decorum, decency and responsibility are words that are not easy to define.

SOME SIGNS that strict limitations on commercial time in the NARTB television code may cause concern among advertisers as well as some TV stations became apparent last week as telecast and sponsor groups studied the document approved at Chicago Oct. 19 by the NARTB video membership [B•T, Oct. 22].

Only available text of the corrected code is that published in the Oct. 22 BROADCASTING • TELECASTING. When NARTB receives the official transcript of the Oct. 19 proceedings its TV organization will insert necessary paragraph designations and iron out minor problems of phraseology. A small number of working copies will be printed by NARTB for use by board members.

The crucial TV document endorsed by NARTB's TV members drew a surprisingly small amount of comment last week. Some members of the Assn. of National Advertisers indicated they were individually worried about the schedule of commercial limitations.

TV networks were studying the document. NBC and ABC explained that each had its own code. CBS is in the process of drafting a code, with some provisions already in effect. DuMont was understood to feel the program provisions were excellent but commented that the commercial aspects deserve careful study.

On Capitol Hill the document was hailed by Chairman Ed Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee, as "great news" and recognition by the industry of its responsibility. Senate Majority Leader Ernest W. McFarland (D-Ariz.) endorsed the self-policing action and predicted the public would respond to enforcement of a code by placing new confidence in the industry. Sen. William Benton (D-Conn.) had not read the code but it was believed he endorsed the action generally, provided it is enforced.

NARTB headquarters will take up problems of preparing proposed code seals of approval for submission to the board in December. Final promulgation of the code is up to the board. Text of subscription forms will be prepared.

The board will set up a scale of fees for code subscribers, with NARTB members stations to have these fees credited against their regular association dues. Films and slides for use by stations will be prepared.

Work on Code

Work of whipping the code into final shape for the board is being handled by Thad Brown, NARTB's TV director and counsel. Mr. Brown coordinated work of the code-writing committee headed by Robert D. Swezey, WDSU-TV New Orleans, and the four subcommittees.

The membership of the National Assn. of Radio and Television Station Representatives has not considered the code officially, but spokesmen thought the commercial section in particular was apt to be brought up for formal appraisal later.

A number of individual advertisers were understood to be apprehensive about enforcement of the code, particularly its commercial limitations, and to take the position that if the commercial limits are applied to one sponsor they must for competitive reasons be applied in similar fashion to all.

The All-Industry Affiliates Committee, concerned first and foremost with maintaining radio rate structures and demonstrating radio's sales punch, has not considered the code officially.

Its Chairman, Paul W. Morency of WTIC Hartford, however, voiced his personal view that it is of utmost importance to clear up, as soon as possible, the problems which gave rise to the code. Adopting standards, he pointed out, was acknowledgement that problems exist.

TV broadcasters also should acknowledge that these problems must be tackled and code-compliance achieved now, before increased competition develops and makes departures from code provisions even more tempting, he declared.

From Capitol Hill, came a reserved approval.

Sen. Johnson said:

"The recent announcement that the nation's telecasters have approved the adoption of a code of conduct to govern their programs is great news.

"A general reading of the proposed television code reveals recognition on the part of the telecaster of his responsibility to develop the full use of his facility for educational, cultural and political programs suitable for family entertainment and instruction.

"It is my sincere belief that the proposed code is a sound, forthright and constructive step forward. Modifications may be made in the future as experience discovers new needs, but this first step indicates the intent, which is very gratifying. I am sure the code will prove to be effective and worth while."

Sen. McFarland, chairman of the Senate Interstate & Foreign Commerce communications subcommittee, said:

"My attention has been directed to the new proposed television code . . . I heartily endorse the idea of self-policing within and by the industry.

"I always have opposed government interference with, or attempts to control or suggest programming in the radio field. But it is axiomatic that any industry, licensed and regulated by the government and invested with the degree of public interest that surrounds the

(Continued on page 96)

* * *

INDECENT? The camera angle here seems to "emphasize anatomical details"—which the code prohibits. And the neckline suggests that the costuming may be slightly out of bounds.

TELEVISION FILM CAMERA CHANNEL

puts quality where the money is!

MONEY-MAKER of your TV station, the film camera channel is the key to your operation from a profit standpoint. But are you sure you're using the best camera equipment available?

Note these features of the new G-E units, now available from stock: high intensity edge lights and special cylindrical lenses to diminish shading and edge flare . . . automatic set-up control to maintain proper background without continual readjustment by operator . . . special built-in sweep failure protection to reduce the possibility of expensive camera tube replacement. The high-quality 16mm Synchrolite projector shown above with the film camera is the latest item of G-E studio equipment. Its high optical capabilities and audio fidelity make it worth your attention.

Your G-E broadcast man at our office near you is prepared to discuss this in detail. Why not call him today?

GET THIS BULLETIN FOR YOUR G-E FILE

Complete specifications and photographs of Type PE-5-A film camera channel. Write today: *General Electric Company, Section 2101-29, Electronics Park, Syracuse, New York.*

GENERAL ELECTRIC

FITS ANY TV SYSTEM OR PROJECTOR.

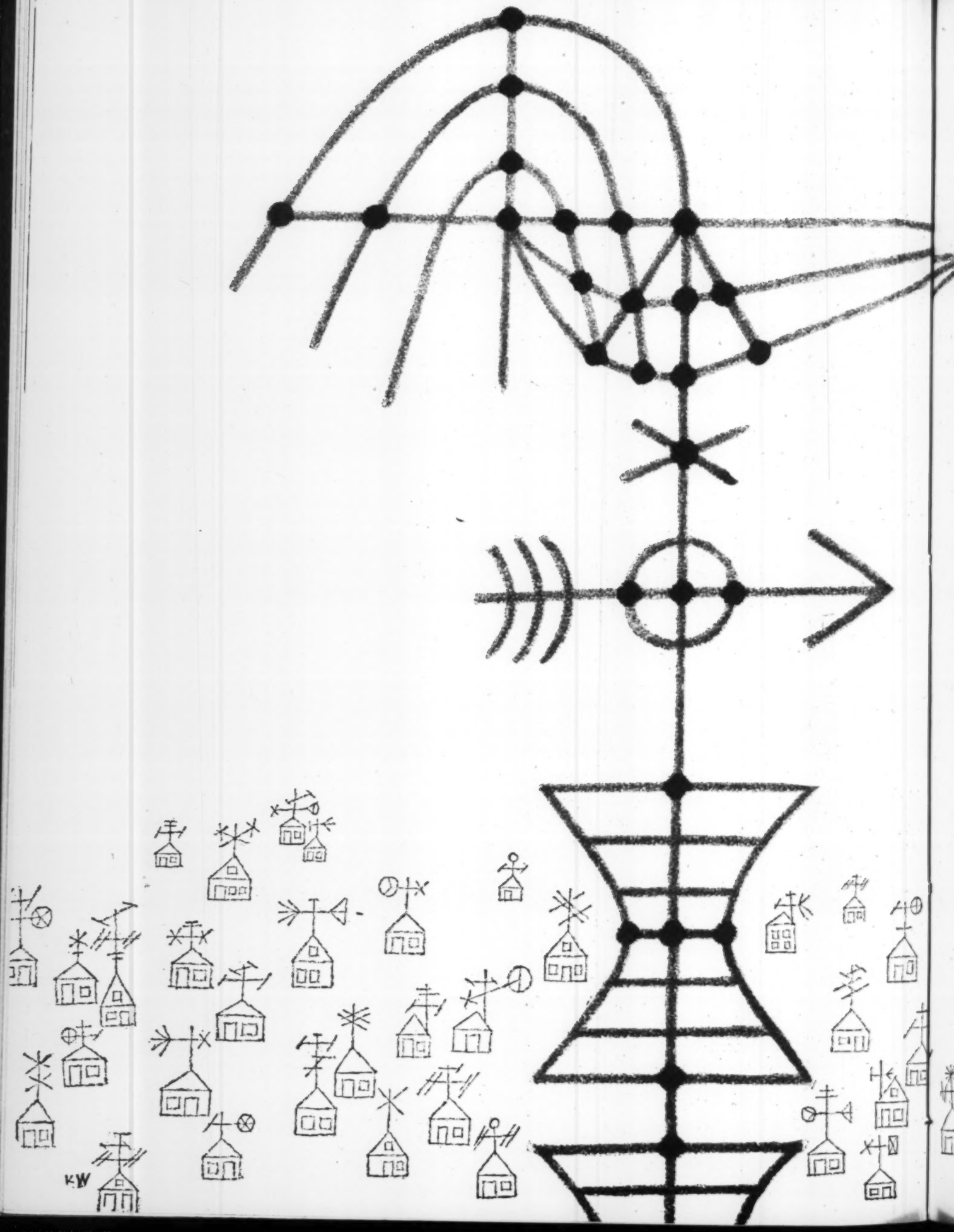
Completely new design of this film camera delivers resolution and picture quality unsurpassed in the industry today.

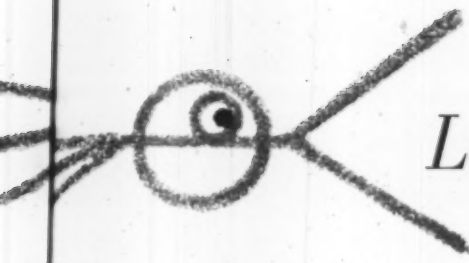
EASY INSTALLATION— NO EXTRA WIRING.

All plug and cable connections are factory-cut and mounted to your specific required lengths before delivery.

12½" MONITOR CONSOLE—

houses the famous G-E aluminized tube . . . gives you dual waveform presentation and unusual circuit stability.


KW



Look what's up in L.A.!

KNXT is on Mount Wilson! And, for advertisers, that's *way* up. Because the same switch that this week boosted the former KTSL's power 10 times—from a transmitter that's almost a full mile above Los Angeles—gives advertisers an out-of-this-world audience!

Viewing's up—and zooming! KNXT's high-flying new signal carries your message to Los Angeles' 1,000,000-plus television homes more brightly and clearly than ever before...and into an area almost four times larger. All the prospects you want to see can now see you!

Our new name is up! We're painting the town this week. *Literally.* It's up with KNXT—the *new* Channel 2...CBS Television's key station on the Coast—wherever we can find space. And it's up with KNXT's stars, *already* well on their way to being Los Angeles' highest!

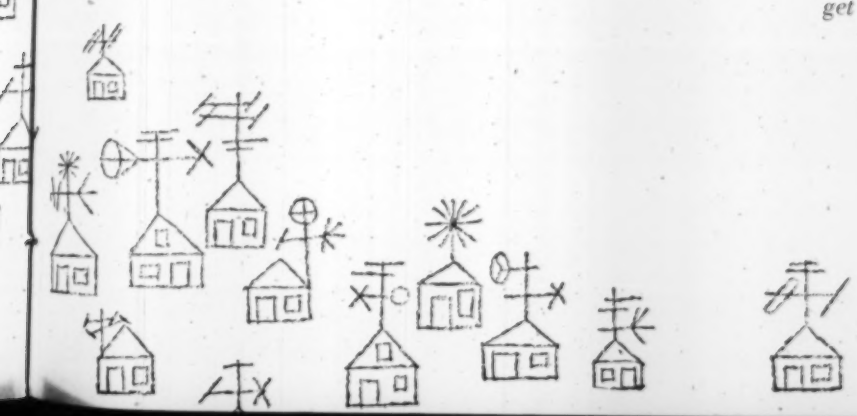
Hitch your product to KNXT! And you'll have the best team in town. KNXT's new signal will get you into Los Angeles' living rooms, and KNXT's fast-rising stars and shows will *keep* you there. To sit on top of the world in the nation's second largest television market...

get on KNXT *today!*

The new Channel 2

Los Angeles • CBS Owned

Represented by CBS Television Spot Sales



MURPHY TALK

Tells CBS Color Status

ONLY official CBS comment on the color TV set production "freeze" by Defense Mobilization Director Wilson two weeks ago [B•T, Oct. 22] came from Adrian Murphy, president of CBS Labs. Division, in a speech last Wednesday to the Chicago Television Council.

Color television may not be on as high a shelf as it seemed to be last week, he said.

"Even if commercial broadcast color is temporarily in limbo," he said he hopes other aspects of color TV "can go forward."

CBS, he added, will resume colorcasting and set manufacture on a major scale after the "hiatus" brought about by the National Production Authority.

Confident "we will have color, regardless of the method," Mr. Murphy said he did not believe this in 1947 after the turndown by the FCC. "Now I am assured there will be color in my lifetime."

Optimistic also about development of non-broadcast uses of color until the emergency ends and production and colorcasting can be resumed, he listed "interesting doors to be opened."

Among these are direct military application, medical and surgical work, general industrial uses and large-screen motion picture color television.

Mr. Murphy, in describing the potential use of color video in these fields, could not give specifics about possible military usage because of security, but suggested TV would be used "generally before long" in the defense effort.

There is a need for "efficiency, ruggedness, dependability and ease of operation in TV for the military," he said, and the CBS field sequential system is "ideal" for all these purposes.

The military "can't provide several MIT graduates standing over every piece of equipment," he said. "Everything technically is available in the system, and it is just a matter of design now."

Referring to the use of color TV for doctors and surgeons, the CBS Labs. President pointed out that more than 100,000 doctors have seen instructional color TV demonstrations. TV installations have been contracted for at the U. of Chicago and U. of Kansas, he reported, saying he knows of no new, major hospital "being built or designed" without provision for television in the future.

Color video in industry "could conceivably free a lot of manpower," and "if all-out war comes this would be an important factor," he asserted.

Mr. Murphy also referred to development of color TV on large screens in movie theatres.

Charging there have been "many misleading misconceptions" passed around about the CBS field sequential system, Mr. Murphy attempted a refutation. The entire controversy about color is "complex," he said, terming it an admixture of politics, techniques and social influences.

The main factor that is "lost sight of" is that the field sequential system "gives a perfectly beautiful, sharp and clear picture. That's its main attribute.

"Contrary to opinion, the FCC had no choice other than to select the CBS system, because it was the only one which worked. The Commission agreed all other systems were not adoptable at the time," he explained.

He termed development of the Lawrence tube as "extremely interesting and hopeful. CBS is cooperating with it."

The CBS color picture size "is really not limited," the speaker said, adding that a 17-inch picture has been produced without magnification.

Some TV commercials *need* attention. Attention perhaps in concept — attention in technique or research.

Cine-Video gives attention to all these details. Cine-Video is a *complete* television service for all your advertising needs.

Equipped with the latest and finest technical equipment, an experienced staff, and complete research facilities, Cine-Video is geared to produce:

1. ANIMATION ADVERTISING FILMS AND SOUND FOR TV.
2. TV FILM PRESENTATIONS FOR COMMERCIAL USES.
3. OPEN END FILM SHORTS.
4. EDUCATIONAL, INDUSTRIAL, TRAINING AND DOCUMENTARY FILMS FOR TV OR PRIVATE SHOWING.
5. KINESCOPES.

Cine-Video is a factor in creative television. Write for further information.

cine-video productions inc.

HILLTOP DRIVE • STRATFORD CONN.

SET COUNT

New WJBK-TV Technique

A NEW technique of estimating television set circulation, conducted for WJBK-TV Detroit, has come up with circulation figures exceeding previous estimates by more than 78,000 sets.

George B. Storer, president of Fort Industry Co., owner of WJBK-TV, said the new survey showed 705,323 sets in home use within a 60-mile radius of the station transmitter.

Here's the method used. A sample of homes (more than 1% of the total number of homes) in the 60-mile radius was selected, geographically distributed in proportion to the general distribution of homes.

Field workers then inspected each home in the sample and noted whether or not it had an outdoor TV antenna. Of the 43 incremental areas set up within the total area, 10 were counted by other means than outdoor antennas—by door to door or telephone surveys.

The door to door and telephone surveys established the incidence of indoor antennas (which varied with the distance from the transmitter and general reception conditions). A weighted percentage of incidence of indoor antennas was applied to the area and this, plus the figures obtained by the count of outdoor antennas, produced the total estimate.

Mr. Storer said the survey was conservative since it did not include TV receivers in use elsewhere than in homes and did not count more than one set in homes having multiple receivers.

NAEB MEETING

Video to Be Emphasized

EMPHASIS will be on television at the National Assn. of Educational Broadcasters' annual convention Nov. 2-5 at the Buena Vista Hotel in Biloxi, Miss.

Official welcome is to be extended Nov. 2 (Friday) by the mayors of Biloxi and New Orleans and by presidents of the co-hosts, U. of Alabama and Louisiana State U. Convention chairman is Graydon Ausmus, manager of WUOA, of Alabama and NAEB vice president.

Among those scheduled to speak are Telford A. Taylor, former general counsel to the Joint Committee on Educational Television and newly confirmed Administrator of the Small Defense Plants Administration; Prof. Charles A. Siepmann, New York U., of FCC Blue Book fame, and Morris Novik, radio consultant.

Election of officers will take place Nov. 4. Registration for the convention already includes representatives from the British Broadcasting Corp., Canadian Broadcasting Corp., the Voice of Israel and the French Broadcasting System.

President of NAEB is Seymour N. Siegel, general manager, WNYC New York, municipal station.

LT. COMDR. H. A. Bisonet, USN, (l), in charge of Navy recruiting station in Baltimore, presents E. K. Jett, vice president of WMAR (TV) Baltimore, a certificate of award for "outstanding service" rendered the Navy recruiting program by WMAR.

KTTV UPS PURCELL

Other Changes Made

IN REALIGNMENT of responsibility, Robert M. Purcell, program director of KTTV (TV) Los Angeles, has been appointed to the new post of director of operations, and John S. (Dude) Martin, producer-star of *The Dude Martin Show*, has been made head of the program department with title of executive producer.

Richard A. Moore, general manager, in revealing the realignment last week simultaneously announced appointment of Robert W. Breckner as director of production, with Alberta Hackett, manager of program operations. In addition to directing programs, Mr. Breckner has been executive director of sports and special events. Miss Hackett was manager of daytime programming.

With KTTV since its inception on Jan. 1, 1949, Mr. Purcell in his new capacity has supervision over administrative and business operations of the station. Mr. Martin joined KTTV last September, changing from San Francisco where his program was on both radio and TV. Sears, Roebuck & Co. currently sponsors *The Dude Martin Show* in which he will continue to star as well as produce.

WABD (TV) ANTENNA

Plans Empire State Start

WABD (TV), key station of the DuMont Television Network, started transmitting from its new antenna atop the Empire State Bldg. Friday morning, Oct. 26.

Effective radiated power — the same for all stations using the tower—is 16.7 kw for video and 8.4 kw for audio signals. WNBT (TV), WJZ-TV, and WPIX (TV) are also transmitting from the building top, with WCBS-TV scheduled to join them in November. A petition by WATV (TV) for use of the site is before the FCC.

Early Morning Television???

Philadelphia LOVES it!!!

WE'RE sort of flattered to see the networks and other stations getting excited about early morning television.

WPTZ, Philadelphia, you know, was a pioneer in this field. Our Monday through Friday, 7:00 to 9:00 a.m. "3 To Get Ready" program with Ernie Kovacs showed the industry that viewers and sponsors alike would go for early morning television.

Today, Ernie Kovacs, NBC's rising young comedy star, and his "3 To Get Ready" show on WPTZ are as much a part of the Philadelphia breakfast menu as scrapple. Ernie has a large and loyal following who enjoy his antics, recorded music, news, time and weather reports. And his following buys when he advertises a product.

RCA-Victor, Libby, Chiffon Flakes, Kellogg, Nestea, Stroehmann Baking and Bond Donuts are but a few of the "top level" advertisers who, at this writing, are sponsoring one or more of the 50 participations handled by Ernie Kovacs on "3 To Get Ready" each week.

There are still a few participations available on WPTZ's "3 To Get Ready" program. It's high powered advertising at low budget cost. For details, give us a call here at WPTZ, or see your nearest NBC Spot Sales Representative.

Philadelphia's early morning television story will surprise you.

PHILCO TELEVISION BROADCASTING CORPORATION
1600 Architects Bldg. • Phila. 3, Pa.
Telephone LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

OUTSIDE

...LOOKING IN

These are but a few of the many hundreds of Central New York youngsters who stood in line for hours to see BOB EHLE, the WHEN "Singing Story Teller" at a recent public appearance.

It's a safe bet that thousands and thousands of youngsters are INSIDE . . . LOOKING ON every day from 5:00 to 6:15 for BOB EHLE'S "BUNK HOUSE".

The "BUNK HOUSE" is Central New York's most popular gathering place.

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND PUT BOB EHLE TO WORK FOR YOU!

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

OWNED BY THE MEREDITH PUBLISHING CO.

VIDEO ADVANCES

Outlined in Chicago

VIDEO developments designed to improve pictures, reduce local interference and improve all-electronic color television by adding brilliance and cutting down interference were outlined at the seventh annual National Electronics Conference and Exhibition in Chicago last week.

Engineers, electronics experts and educators from all parts of the country met at the Edgewater Beach Hotel Oct. 22-24 to hear papers on all phases of electronics.

Two sessions were devoted to work in television, most of which was presented in the reading of formal papers. Several developments reported on also affect radio.

B. D. Loughlin of Hazeltine Corp. presented a paper on a better system of all electronic color TV, claiming that a constant luminance system will improve the adjustment of picture brilliance. He also described the possibility of a simultaneous color picture from the so-termed dot sequential system. A new method for controlling the sequence in which the electron beam scans the color picture tube will eliminate "much of the interference and unwanted effects," Mr. Loughlin said. Varying the scanning sequence will cancel out many of the "undesirable" effects before they can affect the color picture, he said.

W. K. Squires, of Sylvania Electric Products, talked of a new detector which is slated to improve television picture quality. "The detector most commonly used in contemporary television sets suffers from several limitations. While it is simple and has a moderately high efficiency, it interacts with portions of the receiver in such a way as to detract from their performance. A detector which avoids this has been developed," he said.

Improves Performance

"When this detector is used in a receiver designed to take full advantage of it, the receiver performance is definitely superior to that of a receiver using a conventional detector." Mr. Squires describes the device as a constant input impedance second detector.

Local interference can be reduced with use of a new television circuit known as the Fringelock, according to Meyer Marks of Zenith Radio Corp.'s research department. A major weakness of present TV sets, he says, is poor synchronization of the picture, especially in fringe reception areas. This makes the picture "roll over, squirm and bounce" in response to household appliances or motor traffic nearby, he reported.

The Fringelock circuit, developed in Zenith laboratories, is designed to cure these difficulties, Mr. Marks said. "It requires a radical change in circuit design, but involves the addition of surprisingly few small parts and no additional tubes. This new device is so connected that dangerous interference kills itself, permitting normal synchronization."

The Fringelock is designed to replace the sync-separator circuit, which separates the picture synchronizing pulse from the rest of the television signal picked up by the antenna. "This job becomes exceedingly difficult when the antenna picks up local interference, which may be many times stronger than the signals of a distant television transmitter," Mr. Marks said.

A. L. Witten, of the Sperry Gyroscope Co., described a "radically" different type of instrument for testing performance of parts carrying very high radio frequencies in television links, as well as radar sets. He said "it accomplishes in one minute measurements which previously took a trained technician hours and sometimes days to perform."

"Trapping electronics" to operate radio and television receivers at high frequencies was described by Ernest G. Linder and Edward G. Apgar, of RCA Labs., and John H. Coleman, of Radiation Research Corp. The "trap" is a new and better type of rectifier suitable for generating up to 15,000 DC volts, they said.

Snow on television and noise in radios, caused by static, are expected to be reduced by technical studies conducted by Allen H. Schooley, electronic scientist at the Naval Research Lab. He is checking on unwanted electronic disturbances in research investigations at the laboratory. The data is needed mainly to improve radar performance for military uses, he said, but will also be helpful in improving civilian radio and TV sets.

G. T. Ford, of the electronics apparatus development department of the Bell Telephone System's laboratories, reported development of a series of new radio tubes which will be used in the company's coast-to-coast TV network.

Although the tubes "look exactly like an ordinary radio tube," their interiors contain numerous small turns of wire, no larger than one-tenth the size of a human hair, Mr. Ford said. This design, he reported, enables television signals to be sent across the continent with "little loss" in picture quality. The tubes, despite their fragility, are built to last "much longer" than the normal radio tube because failure of "any one of the thousands of tubes in the television networks might throw off the air one of the popular television network shows," Mr. Ford explained.

Back to the Horn

Engineer P. B. Williams advocated a return to use of the horn loudspeaker as in the early days of radio. Cone loudspeakers, as used today, are economical but limited in fidelity, in his opinion. Horn-loaded speakers, with an enclosure which converts a cone speaker, "achieves high efficiency, lower distortion and smoother response."

Increased production through the use of industrial electronics is a U. S. ace-in-the-hole during the cold war period.

Industrial electronics can, according to Dr. W. R. G. Baker, General Electric Co. electronics vice president, "increase the range and the impact of what has been called our greatest weapon—greater than the atomic bomb or hydrogen bomb—our ability to outproduce our potential or actual enemies."

In his speech to conferees, Dr. Baker, who is chairman of the RTMA TV committee and of the National Television System Committee, also told of the increasing complexities of military electronics and the vital part they play in enabling military men to control today's highly intricate weapons.

He called for progress in "ruggedization, miniaturization, standardization and unitization" in military electronics equipment.

Also addressing the conference was Adrian Murphy, president of CBS Labs. Division, who repeated the talk before the Chicago Television Council (see story, page 68).

ARGENTINE TV

New Station on Air

TELEVISION arrived in Argentina on Oct. 17 when station LR3-TV, operating on a test basis since Sept. 10, went on the air officially with coverage of Loyalty Day celebration in Buenos Aires [B•T, Oct. 15].

Described as having the largest effective radiated power of any TV station in the western hemisphere, the station is owned and operated by Radio Belgrana y Primera Cadene Argentina de Broadcastings. Completely equipped by Federal Telecommunications Labs, Nutley, N. J., the station has a 5 kw transmitter and a unique loop antenna, which gives the station an effective radiated power of 45 kw.

Transmitter is located in the 22-story Ministry of Public Works Bldg, with the studio—including a 600-seat theatre—about two miles distant. Equipment includes a mobile telecruiser, equipped with microwave link system for outdoor TV pickup and a mobile unit on a special truck for independent demonstrations and tests.

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KTSL NOW KNXT

Moves to Mt. Wilson

BACKED by a full promotion campaign and marking a milestone in the history of Southern California television, KTSL (TV) Hollywood took the air yesterday (Sunday) with new call letters of KNXT from a new transmitter site atop Mt. Wilson, overlooking Pasadena.

Promoted as the "nation's first television system" and operating on Channel 2, KTSL changed call letters to more closely identify it with sister AM station KNX Hollywood. Both are owned by CBS.

Inaugural program for the Sunday switchover started at noon and continued until midnight. There was cut-in from New York with Frank Stanton, CBS president. Jack L. Van Volkenburg, president of the CBS Television Network, in Hollywood for the occasion, also participated.

Shift from Mt. Lee in Hollywood to the new transmitter site on Mt. Wilson has increased the KNXT effective radiated power almost ten-fold to 25 kw, according to Wilbur S. Edwards, general manager. Aural power has increased commensurately, he said.

Height of the KNXT antenna above the average terrain has been increased from 980 to 2,837 ft. Transmitter is 5,831 ft. above sea level.

In operation since Dec. 23, 1931, the station was acquired late last December by CBS from First National Bank of Akron [B•T, Jan. 1] for $333,765 plus long-term lease arrangements covering studios, transmitter site and other facilities for total rental of $3,115,000.

Station's sale to CBS came after the bank, as trustees for the retirement plan for salaried employees of General Tire & Rubber Co. and other certain subsidiaries, acquired the various radio-television properties of Don Lee Broadcasting System from the estate of Thomas S. Lee for a total of $12,320,000.

CBS assumed ownership and operation on Jan. 1 last, and applied to FCC soon after for permission to change call letters and move transmitter from Mt. Lee to Mt. Wilson. Permission was granted on last Aug. 24 and work plans were begun the next day to effect the switch.

Credited with many "firsts" in its history, the station was first identified as W6XAO and operated on an experimental basis for many years. It started full commercial operation May 6, 1948. Call letters were changed to KTSL Sept. 27, 1950.

WHEN KTSL (TV), CBS-TV Los Angeles station changed its call letters to KNXT and moved from Mt. Lee to Mt. Wilson effective Sunday (Oct. 28), the station released an intensive promotion campaign to let its changes be known. Looking at one of the point-of-merchandising cards patterned after the billboards used to announce the change are (l to r): Tony Moe (seated), promotion director of station; Burt Cochran, vice president and general manager, Los Angeles office, McCann-Erickson Inc.; Wilbur S. Edwards, KNXT general manager; Kenneth Striker, McCann-Erickson copy chief; Frank L. McKibben, account executive for agency.

TV MICROSCOPE

Demonstrated to Students

DEMONSTRATION of a television microscope was given last week for 54 top-ranking science students from New York public high schools by the man who supervised its development, Dr. V. K. Zworykin, RCA vice president and technical consultant.

The invention—which will be on display at the RCA Exhibition Hall in Radio City for an indefinite time—consists of a compact TV camera, about the size of a home movie unit, mounted over the microscope eyepiece.

Image is picked up by the "eye" of the camera, a five-inch tube, and transmitted to a small receiver unit, where it appears on the screen.

Dr. Zworykin explained the microscope was developed on the premise that television is an extension of human vision.

TV "is much more than solely a medium of entertainment," he said. "Through television we can go places and see things. . . ."

The microscope will be presented at the Fourth Annual Conference of the American Institute of Electrical Engineers on Electronic Instrumentation & Nucleonics in Medicine Jan. 7-8 at the Hotel Commodore, New York.

Mr. Zworykin and Leslie Flory, of the RCA David Sarnoff Research Center, Princeton, N. J., will deliver a demonstration lecture on "Television in Medicine and Biology."

Station Shifts

(Continued from page 25)

of the West Coast office of the Meeker organization, it was pointed out that Mr. Pontius has some 22 years experience in radio and television buying and selling, with five years out for Army and Coast Guard service. He formerly was with Weed & Co., Hill Blackett Agency, WGN Chicago and Mutual.

Mr. Jewett was commercial manager of WKAN Kankakee, Ill., before entering the station representation field. He served as an Army officer for five years during World War II, after engaging in various phases of banking brokerage and gold mining following graduation from the U. of Buffalo in 1935.

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FCC POSTS

No Changes Seen For the Present

IT LOOKS like "status quo" on the FCC now that the Senate has recessed without acting on the nomination of Comr. Frieda B. Hennock to a Federal District judgeship in New York.

Whereas only weeks ago it appeared likely that a number of changes were imminent on the Commission, it now is thought that the seven Commissioner alignment will remain intact for the forseeable future. Miss Hennock, whose term runs until June 30, 1955, will remain on the FCC. She has informed the Senate Judiciary Committee [B•T, Oct. 22] that she will not seek a recess appointment.

Have No Plans

A few weeks ago reports were widely current that in addition to the then expected Hennock vacancy, Chairman Wayne Coy, Comr. Robert F. Jones and Vice Chairman Paul A. Walker might not remain far beyond the end of the year. There is nothing now to indicate that either Chairman Coy or Comr. Jones plans to leave any time soon.

Vice Chairman Walker, who passed the statutory retirement age of 70 last January, is serving at the insistence of President Truman until the end of his term in 1953.

It was generally understood that Miss Hennock's post, if she had been confirmed by the Senate, would have been filled by Robert T. Bartley, administrative assistant to his uncle, Speaker Sam Rayburn. If Vice Chairman Walker should elect to retire at the end of the year, it is presumed that Mr. Bartley will receive that appointment, or any other vacancy that might occur during the Truman administration.

The FCC now is made up of three Democrats (Coy, Walker, Hennock); three Republicans (Comrs. Jones, Rosel H. Hyde and George E. Sterling) and one independent (E. M. Webster). Under the Communications Act, not more than four members of the FCC may belong to the same political party. Hence, Mr. Bartley could qualify for any vacancy.

President Truman has announced he does not intend to withdraw Miss Hennock's judgeship nomination. Under Senate rules, nominations do not automatically continue beyond 30 days when Congress is in recess. This differs from the status of pending legislation which remains on the Congressional dockets until the Congress itself adjourns *sine die*.

Whether the President would be disposed to renominate Miss Hennock for the judgeship when Congress reconvenes in January was conjectural last week. Miss Hennock, who has been ill for the past fortnight, returned to her FCC duties last Wednesday.

WHUM REPLY

Answers WEEU Charge

GENERAL DENIAL that a grant of an experimental TV station means a "foot in the door" for commercial TV, circumventing the three-year-old TV freeze, was entered by WHUM Reading, Pa., last week, in answer to objections from WEEU of the same city [B•T, Oct. 15, Sept. 24, Aug. 20].

WHUM applied for an experimental TV grant in Reading last August, proposing to spend $500,000 to build a 200 kw UHF station with a 1,000 ft. tower atop a 1,650 ft. mountain. WEEU objected, asked that the application be denied or set for hearing, primarily on the ground that if granted it would give WHUM a "foot in the door" for commercial operation. WEEU also questioned the financial ability of the station ownership.

No Rights Conferred

After explaining it was fully aware that an experimental grant conferred no rights in the facilities granted, WHUM cited the following to indicate its financial ability:

Current assets include $150,000 bank loan, $15,285.64 government bonds, $20,000 cash, $61,849.29 paid to General Electric Co. on account of transmitter, antenna and associated equipment, $86,200 old stock subscriptions, $157,000 new stock subscriptions. This makes a total of $409,334.94—ample to meet the $178,150.71 required to start operation.

Latter figure covers $40,000 for transmitter building, $63,150.71 due GE in March 1952 when equipment is delivered, $75,000 due GE three months later.

The remainder of the $340,000 total equipment cost, WHUM said, is payable over a five-year-period.

Station also revealed that its 1950 operating profit was $71,017.18, which figure will be maintained in 1951.

Steel and other controlled materials for the construction of the tower was authorized for delivery by National Production Authority last August, WHUM revealed.

Great interest in the program of experimentation, particularly its 200 kw and great antenna height operation, has been evinced by leading electronics engineers, WHUM declared.

Cited in the petition is correspondence with GE's G. F. Metcalf, Philco's David B. Smith, CBS's William B. Lodge and DuMont's Thomas T. Goldsmith Jr.

All express their conviction that important contributions can be made to the industry's knowledge of UHF propagation by the proposed operation.

CHANNEL USE

Splitting Would Aid VHF

PRESSURE to move TV from VHF frequencies to the UHF in order to open up spectrum space for safety and special services may be on the downswing.

That is one inference that may be drawn from the speech by FCC Comr. E. M. Webster before the Professional Group for Vehicular Communications of the Institute of Radio Engineers in Chicago last week.

More space for vehicular communications can come from channel splitting and the utilization of frequencies higher in the spectrum, the former communications chief of the Coast Guard said.

Channel splitting is a method by which the same amount of intelligence is transmitted on narrow bands. Present bandwidths for vehicular communications are 40 kc in the 30-mc band, 60 kc in the 152 and 450 mc band. Comr. Webster referred to the acceptance by the Joint Technical Advisory Committee of a study that may lead to channels as narrow as 20 kc.

At the same time, more selective receivers will permit use of the same channels in the same geographic area, he pointed out.

All of this means more space for safety and special service communications, he said.

Comr. Webster also revealed that the FCC received 107,209 applications for such services during the fiscal year ending June 30, 1951. Between July 1 and Oct. 1 of this year, 36,993 applications were filed, he said. If it continues at the same rate, this means a total of 147,972 for the whole fiscal year, an increase of 40,763 applications for this fiscal year, he declared.

TV has been on the receiving end of pressures for more space for safety and special radio services right from the start. First action took place in 1947 when the Commission deleted TV's Channel 1 (48-54 mc) and turned it over to safety and special services. But TV channel sharing on higher bands was dropped. Latest was Chairman Wayne Coy's remarks at RCA's Bridgeport UHF demonstration, in which he expressed his personal belief that all TV should be in the UHF [B•T, Sept. 17].

CANADIAN Broadcasting Corp. Nov. 2 marks 15 years of operation. CBC was formed by Canadian government Nov. 2, 1936, succeeding the Canadian Radio Broadcasting Commission, and has since that time built a chain of 50 kw stations across Canada as well as expanding other CRBC facilities it inherited. CBS now operates three domestic network plus shortwave.

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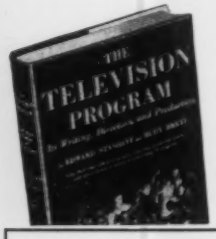

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Fordham Surveys TV Value in Training

(Report 187)

INSTRUCTION by means of television is so effective that TV channels should be reserved for armed forces use, according to a report, *Training by Television* published by the department of psychology of Fordham U.'s graduate school.

Pamphlet gives results of a study conducted among army field force reservists who followed a series of eight, weekly telecasts as part of their assignment. Some 3,000 reservists—assembled in 160 viewing groups—saw the hour-long programs as they were telecast by ten CBS affiliates.

Reservists not only learned from television, it was found, but they remembered what they learned, retaining much of it when they were retested four to six weeks after the television instruction. The survey also indicated that they liked learning via the medium; More than half the reservists preferred television to conventional classroom instruction, and more than half considered the television training programs more instructive than the average training film.

Survey results showed that the method of teaching employed on the same medium can make for big differences in test scores, however. Drama, by itself, was not very effective, and only 11.5% of the trainees improved their knowledge by such instruction. Narrative combined with drama brought about a 28.5% gain in correct answers, while narration plus film that explained and amplified what the narrator was talking about resulted in 34.2% improvement.

Recommendations resulting from the survey were that more study of the subject is needed, with future research on such topics as production costs, distribution methods (from military bases, commercial studios, or mobile units), as well as more detailed work with teaching methods. It was also recommended that channels be reserved for the armed forces, both for standard and secret television transmitting.

Study was made of reserve groups in Boston, New York, Philadelphia, Baltimore, Washington, Syracuse, Cleveland, Columbus, Cincinnati, and Detroit. Training groups were responsible for providing their own receivers—which ranged from 7-inch sets to theatre-type screens—and were tested before each weekly TV lesson. After the program's conclusion, they were retested to ascertain any gain in knowledge and were examined again some weeks later to measure their retention.

Lessons formed a single story called "Command Post" and told the story of how a typical infantry division helped repel a hypothetical invasion, with each lesson showing a different phase of the division's operations.

Nine out of ten students rated the series good or excellent, although over one-fourth of the officers and nearly half the enlisted men thought the lessons were presented too rapidly.

* * *

KTTV Issues Rate Card No. 4

KTTV (TV) Los Angeles has issued its rate card No. 4, effective immediately. Under new rate schedule, an hour of Class A time (6:30 p.m.-10:30 p.m., Mon. through Fri.; 1 p.m.-10:30 p.m., Sat., Sun., legal holidays), is $1000; Class B time (5:30 p.m.-6:30 p.m., Mon.-Fri.; 10:30 p.m.-11:30 p.m. daily), is $600; Class C time (all other operating times) is $400.

A one-minute sound film spot announcement for Class A time is $210; Class B, $120; C, $80. Live, on-camera spots are $25 extra per announcement.

* * *

Truman, Football Lead Early Sept. TelePulse

PRESIDENT Truman's speech headed list of top 10 TV program types for September, according to a multi-market TelePulse issued by Pulse Inc., New York, for week of

(Continued on page 81)

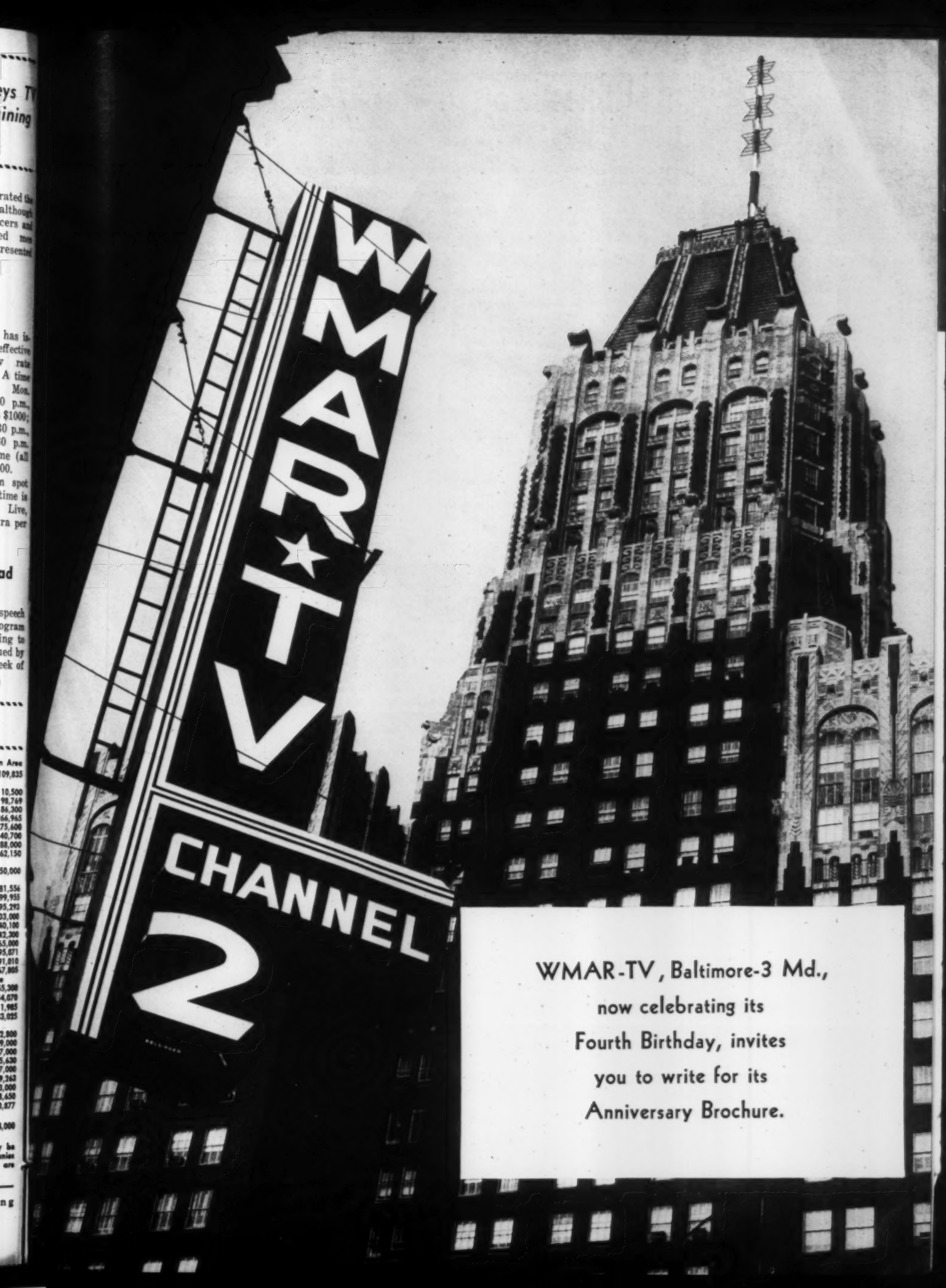
Weekly Television Summary—October 29, 1951—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	68,025
Atlanta	WAGA-TV, WSB-TV, WLTV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	324,993
Binghamton	WNBF-TV	43,115
Birmingham	WAFM-TV, WBRC-TV	62,500
Bloomington	WTTV	18,400
Boston	WBZ-TV, WNAC-TV	786,790
Buffalo	WBEN-TV	221,972
Charlotte	WBTV	93,334
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	969,423
Cincinnati	WCPO-TV, WKRC-TV, WLWT	305,000
Cleveland	WEWS, WNBK, WXEL	510,922
Columbus	WBNS-TV, WLWC, WTVN	299,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	135,656
Davenport	WOC-TV	67,805
Quad Cities	Include Davenport, Moline, Rock Isa., E. Moline	
Dayton	WHIO-TV, WLWD	215,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	706,323
Erie	WICU	74,375
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	135,636
Grand Rapids-Kalamazoo	WOOD-TV	146,181
Greensboro	WFMY-TV	78,463
Houston	KPRC-TV	92,882
Huntington-Charleston	WSAZ-TV	61,161
Indianapolis	WFBM-TV	175,000
Jacksonville	WMBR-TV	40,000
Johnstown	WJAC-TV	112,300
Kalamazoo Grand Rapids	WKZO-TV	146,181
Kansas City	WDAF-TV	143,558
Lancaster	WGAL-TV	113,243
Lansing	WJIM-TV	65,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,033,899
Louisville	WAVE-TV, WHAS-TV	109,835
Matamoros (Mexico) Brownsville, Tex.	XELD-TV	18,500
Memphis	WMCT	98,769
Miami	WTVJ	86,300
Milwaukee	WTMJ-TV	266,965
Minn.-St. Paul	KSTP-TV, WTCN-TV	275,608
Nashville	WSM-TV	40,700
New Haven	WNHC-TV	188,000
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,550,000
Newark	WATV	81,556
Norfolk	WTAR-TV	99,955
Oklahoma City	WKY-TV	95,293
Omaha	KMTV, WOW-TV	903,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	40,100
Phoenix	KPHO-TV	342,300
Pittsburgh	WDTV	165,000
Providence	WJAR-TV	95,071
Richmond	WTVR	91,910
Rochester	WHAM-TV	67,805
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isa., E. Moline	55,300
Salt Lake City	KDYL-TV, KSL-TV	54,870
San Antonio	KEYL, WOAI-TV	111,985
San Diego	KFMB-TV	233,025
San Francisco	KGO-TV, KPIX, KRON-TV	
Schenectady Albany-Troy	WRGB	172,800
Seattle	KING-TV	99,000
St. Louis	KSD-TV	317,000
Syracuse	WHEN, WSYR-TV	135,630
Toledo	WSPD-TV	127,000
Tulsa	KOTV	89,263
Utica-Rome	WKTV	53,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	288,650
Wilmington	WDEL-TV	80,877

Total Markets on Air 64* Total Stations on Air 109* Estimated Sets in Use 13,984,000

* Includes XELD-TV Matamoros, Mexico.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.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ALLOCATIONS

Cornell U. Plea Is Denied

TURNDOWN by the FCC of Cornell U.'s request for oral hearing in the allocation proceeding, last week was the first such move by the Commission.

It should not be taken as a guidepost to other such actions, since each case is being studied individually, it was noted.

FCC has three other requests for oral hearing on file—from the State of New Jersey, KROW Oakland, Calif., and Daily News Television Corp. (WIBG and *Philadelphia Daily News*).

Both the Oakland and Philadelphia requests raise legal questions concerning rights of the petitioners in channels which FCC proposes to delete. Both went through hearings before the TV freeze was imposed.

Cornell, which owns WHCU Ithaca, did not make an adequate showing, the FCC opinion and order stated. The Commission said it "cannot satisfactorily consider and dispose of the issues presented . . . on the basis of written documents."

Among the 165 further filings in the ninth week of the FCC's "paper" TV allocations proceedings, was one from the National Council of Churches of Christ.

Executive Director Ronald Bridges, in backing FCC's proposed reservation of channels for educational TV, asserted, "Television must be saved from the tragic fate of commercially-dominated AM radio."

Filings Now 1,220

Filings, which reached a total of 1,220 last week, covered the affirmative pleadings of the states of Tennessee, Louisiana, Arkansas, Alabama, Mississippi, Florida, Georgia, South Carolina and North Carolina.

Rebuttals were received from parties in Montana, Colorado, Wyoming, Nebraska, Utah, Idaho, Nevada, Washington and Oregon.

Legal pleadings, the last step in the procedure, covered parties from Indiana, Michigan, Ohio and Illinois.

A substantial number of last week's filings were from educational institutions.

Meanwhile, in an announcement by the State Dept. last week on an agreement with Mexico, Tucson gains an additional VHF channel but San Diego loses one in the new U.S.-Mexican border TV allocations.

Following are the changes made in the FCC's proposed plan which was issued last March [B•T, March 26].

Arizona—Flagstaff, Channels 9 and 13 in lieu of 9 and 11; Phoenix, 3, 5, 8*, 10 in lieu of 4, 5, 8*, 10; Tucson, 4, 6, 9, 13 in lieu of 2, 6*, 7.

California—San Diego, Channels 8 and 10 in lieu of 3*, 8, 10.

Texas—El Paso, Channels 4, 7, 9, 13 in lieu of 2, 4, 5, 7; Laredo, 8 and 13 in lieu of 3 and 8.

Mexico—Mexicali, Channel 3 in lieu of 7 and 9; Nogales, 2, 7, 11 in lieu of 9, 11, 13; Hermosillo, 6, 8, 10, 12 in lieu of 2, 4, 6; Ciudad Juarez, 2, 5, 11 in lieu of 9, 11, 13; Monterrey, 2, 6, 10 in lieu of 2, 6, 10, 12; Nuevo Laredo, 3, 11 in lieu of 11, 13; Reynosa, 9, 12 in lieu of 9.

NEW TV BIDS

Four File With FCC

FOUR TV applications were filed at the FCC last week for Fairmont, W. Va.; Milwaukee; Stockton, Calif. and Austin, Tex. Three are for UHF channels. Also filed was a request for an experimental TV station in Charleston, W. Va.

WVVW Fairmont asked for UHF Channel 35, with 17.4 kw radiated power, and construction estimated at $100,580, first year's operating expense $40,000.

WOKY Milwaukee filed for UHF Channel 19, with 17.28 kw power, and construction estimated at $198,508, operating costs $150,000.

KXOB Stockton seeks Channel 13, with 14.4 kw output. It plans to spend $208,657 on construction, $127,368 first year of operation.

For Austin, Charles Henry Coffield under the name of Capital City Television Co. seeks UHF Channel 18 with 200 kw, plans to spend $357,500 on construction, $140,000 first year's operation. Mr. Coffield is the son of H. H. Coffield, Texas oilman, who was one of the three stockholders in what is now KPHO-TV Phoenix and KEYL (TV) San Antonio, both of which were sold [B•T, Oct. 15, Aug. 26]. The senior Mr. Coffield and his associates are still TV applicants for New Orleans and Corpus Christi.

ATS SESSION

Hears O'Brien, Raibo

TELEVISION is compatible with the theatre and need not be considered a box office threat, Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, told the American Television Society at its first meeting of the year Thursday.

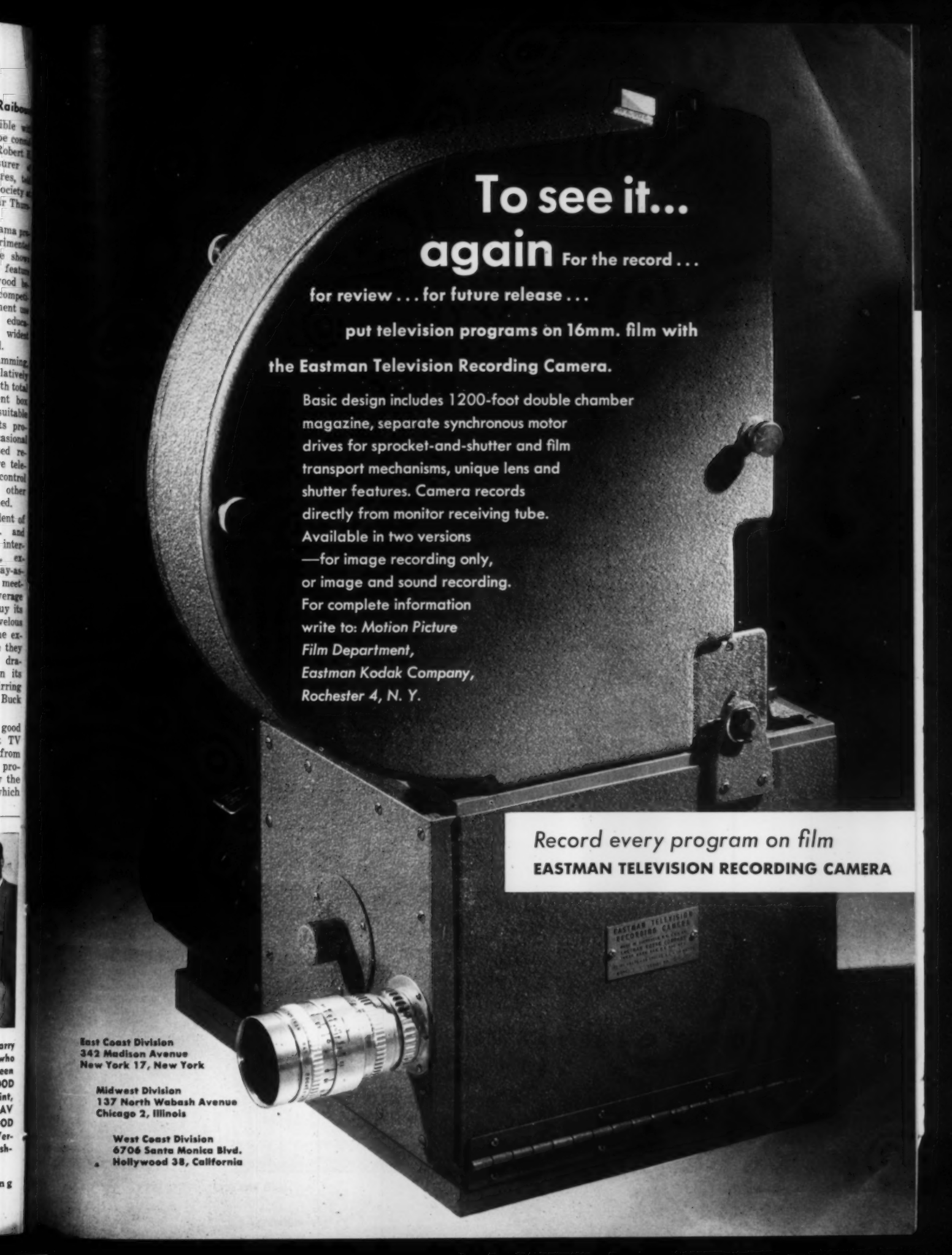
Although comedy and drama programs are yet to be experimented with by theatre-TV, those shows will have to compare with feature films produced by Hollywood before they can offer serious competition. Thus, non-entertainment uses for social, business and educational programs, promise widest use of theatre-TV, he said.

Speaking of sports programming, Mr. O'Brien said that relatively few events—as compared with total sports hours—have sufficient box office appeal to make them suitable for theatre-TV. But sports promoters, by receiving occasional relief through the increased receipts provided from theatre telecasts, should relax their control over TV at the scene of other sporting events, he explained.

Paul Raibourn, vice president of Paramount Pictures Corp. and chairman of the board for international Telemeter Corp., explained the background of pay-as-you-see television at the same meeting. Reiterating that the average American family does not buy its TV set because it is "a marvelous electro-mechanical gadget," he explained, "they buy it because they expect that interesting and dramatic scenes will appear on its milky-moon-face, and soul-stirring sound will issue from its Buck Rogers innards."

Citing the need for more good programs, he explained that TV sponsors can afford to pay from $100 to $1,000 per minute for programs which are compared by the public to Hollywood products which cost $20,000 a minute.

CONSUMMATION of $1,382,086 sale of WLAV-TV Grand Rapids to Harry M. Bitner interests took place Oct. 19 in office of Leonard A. Versluis, who retains WLAV. Call letters of Grand Rapids' only TV station have been changed to WOOD-TV as companion to Bitner-owned AM station, WOOD there. The Bitners also own WFBM-AM-TV Indianapolis, WFDF Flint, WEOA Evansville. Present at signing are (l to r): Mrs. Kay Mullen, WLAV secretary; Willard Schroeder, WOOD general manager; Norman Lilly, WOOD attorney; Melvin C. Green, WOOD treasurer; Harry M. Bitner Jr.; Mr. Versluis; Harold Sawyer, WLAV attorney; William Koplovitz, WOOD Washington attorney.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for review... for future release...
put television programs on 16mm. film with
the Eastman Television Recording Camera.
Basic design includes 1200-foot double chamber magazine, separate synchronous motor drives for sprocket-and-shutter and film transport mechanisms, unique lens and shutter features. Camera records directly from monitor receiving tube. Available in two versions —for image recording only, or image and sound recording. For complete information write to: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.
Record every program on film
EASTMAN TELEVISION RECORDING CAMERA
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New York 17, New York
Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

BETWEEN COMMERCIALS

BY KAY MULVIHILL

"Tunes At Ten"—KSFO's new hour long, Monday thru' Friday music program—is fast becoming Northern California housewives' 'radio delight.'

For the homemakers are now getting an opportunity to tell KSFO and their listeners what they would do if they were emceeing a radio program.

WALLY KING

Conducted by Bay Area radio favorite — Wally King — "Tunes at Ten" is currently inviting the housewives to write in, and give their ideas as to how they would handle a disc jockey show.

From the hundreds of letters now pouring into KSFO's mail department, a daily winner is selected, and invited to guest as emcee. The housewife penning the best letter of the week, not only takes over as platter spinner, but takes home a handsome portable radio as well.

WHAT'S YOUR OPINION?

Acclaimed throughout the Bay Area as an outstanding public service program, is KPIX's new weekly television series — "What's Your Opinion?".

Produced under the auspices of KPIX, the San Francisco Junior Chamber of Commerce and a Citizen's Advisory Board — the teleforum is designed to stimulate interest in topics of community concern and provide an opportunity for open and lively discussion on subjects of immediate interest to all.

Subjects already discussed by prominent guest panelists, include: "Are the Brakes on Inflation Holding?", "Are We Losing the Battle for Asia?", and "The Mayoralty Candidates Speak for Themselves".

KPIX CHANNEL 5

Represented by The Katz Agency, Inc.

560 KC KSFO (360)

Represented by Wm. G. RamLeau Co.

SAN FRANCISCO

film report . . .

A NEW television film news panel program series, *Washington Spotlight*, will be produced by **Snader Telescriptions Corp.** Signed as moderator of the current events series was **Marquis Childs**, Washington columnist. Series will comprise 52 quarter-hour programs, to be filmed under the supervision of **Louis D. Snader** by **Milton Hammer** and **Robert Maurer** in Washington, D. C.

Partaking in the weekly panels will be leading figures in government, industry, politics and public life. Programs, to be available for sale Dec. 1, will be shot weekly and made available to stations five days after filming.

United World Films has concluded plans for extensive production, distribution and sale of television pictures. The physical facilities of **Universal-International Studio** in Universal City, Calif., will be utilized for most of the production, but no Universal contract players will appear in any of the films. The plans include the production of color pictures in addition to those in black and white.

The entire program is designed for the requirements of television. United World's television pictures would not compete with the full length motion pictures which Universal-International produces for exhibition in motion picture theatres. To accelerate the production plans, George Bole, assistant studio manager of Universal-International, would serve as liaison executive for the Studio and United World.

United World Films, since its inception some five years ago, has engaged limitedly in the sale of films for use on television, but essentially the company specialized in the production and distribution of motion pictures for non-theatrical and home consumption.

Bing Crosby Enterprises, L. A., has been signed by **Erle Stanley Gardner** to produce his contemplated series of television films based on his *Perry Mason* detective character. Associated with Gardner in production of the series is Cornwell Jackson [B•T, Oct. 22]. Programs expected to be half-hour each.

Dick Lewis, vice president and midwest representative of **Telepix Corp.** and president of the Chicago art studios bearing his name, is now offering a television consultant service to commercial TV film buyers. Mr. Lewis said this is given without charge to advertising agencies.

Movie Supply Co., Chicago, has opened a video concern, **Television Equipment Co.**, which handles supplies for TV operations. It also offers film-editing and laboratory facilities, according to owner **William Behrend.** Headquarters are located at 1318 S. Wabash Ave.

Snader Telescriptions Sales moves national sales headquarters to 328 S. Beverly Drive, Beverly

(Continued on page 93)

'CRUSADE' DEBUT

Via Theatre, WJZ-TV

WHAT was said to be initial simultaneous showing of a commercial television program in a theatre and on TV—*Crusade in the Pacific*, 26-chapter March of Time production—slated to take place tomorrow (Tuesday) in the Embassy Guild Newsreel Theatre, N. Y., concurrently with its opening telecast over WJZ-TV New York, 10-10:30 p.m. EST. Series will be seen at the same time on the station on subsequent Tuesdays under sponsorship of Welch's Wine through Doherty, Clifford & Shenfield, N. Y.

Explaining why the Guild Theatre broke precedent by presenting a commercial telecast, Norman Elson, president of Guild Enterprises Inc., stated: "The March of Time movie productions were always a bulwark of strength to our newsreel theaters. Now that they have moved into TV, we are happy to present a special pick-up . . ."

for the finest in...

TELEVISION FILM PRODUCTION

PROGRAMS and COMMERCIALS

SCREEN GEMS INCORPORATED

729 7th Ave. N.Y. 19, N.Y. Circle 5-5044

BALABAN, HOWELL

Named by Paramount

BURT BALABAN has been named director of programming and production and John Howell as director of sales and merchandising for Paramount Television Productions Inc., Paul Raibourn, president, announced Wednesday.

Mr. Balaban has been with Paramount since 1946, most recently as manager of the film department. He served for three years with the Marine Corps and attended the U. of Virginia.

Mr. Howell has been in Paramount merchandising for a year and previously was with Stephen Schlesinger Inc. (Telecomics) for four years. He served as a major in the Marine Corps for five years following his graduation from the U. of Wisconsin.

Mr. Howell

Mr. Balaban

New appointees will concentrate on obtaining rights to and producing film properties, each of which will be completely merchandised and exploited as a client service.

WWJ-TV BOUQUET

U. of Mich. Sends Thanks

REGENTS of the U. of Michigan passed a formal resolution expressing "to all members of the staff of WWJ-TV [Detroit] their sincere thanks for the assistance and advice so freely given in making these [university] programs an outstanding educational success."

The regents alluded to an educational program carried by WWJ-TV during the 1950-1951 school year. They pointed out that costs of this venture were borne "in large measures" by WWJ-TV and that the station's staff had been "most cooperative and helpful in the direction of the program."

TV Show on VOA

STATE DEPT. has started broadcasting by transcription via Voice of America the NBC-TV *American Youth Forum*, seen Saturday, 7-7:30 p.m. First program Oct. 20 featured Harold E. Stassen, U. of Penn. president.

Selling: COSMETICS?

By WILBUR STREECH PRODUCTIONS TV FILM COMMERCIALS

1697 BROADWAY N.Y. JUDSON 2-3816

TVA MERGER

With AFRA Proposed

RECOMMENDATION that Television Authority merge with the American Federation of Radio Artists will be given to West Coast TVA delegates to the upcoming national TVA convention. The recommendation was passed by a large majority at a TVA meeting in Los Angeles.

Among reasons given for a merger with AFRA are (1) guild has locals in major cities around the country and thus has the necessary machinery for union negotiations; (2) AFRA has had long experience working with the same employers with whom TVA works—networks, advertising agencies and TV stations; (3) confidence that AFRA is a well-run and highly democratic union.

The national TVA convention will be held in New York Dec. 7-9. Petitions are being circulated in Los Angeles for the nomination of the 16 West Coast delegates to the conclave. Nominations close Nov. 1, after which the elections will be held by mail ballot.

FILMS FOR TROOPS

All in Industry Aid

TV NETWORKS, unions, composer-publisher groups and advertisers are cooperating with the Dept. of Defense to make available top-rate television programs to the armed forces overseas.

Film recordings are supplied to the Army, Navy and Air Force motion picture services for distribution to servicemen on ships and at distant points in the Korea zone of fighting [B • T, Sept. 17].

The recordings are made possible through collaboration of the four video networks (ABC-TV, CBS-TV, NBC-TV and DuMont), Television Authority and the American Federation of Musicians, ASCAP and BMI, sponsors of the network programs.

Thus far, prints have been distributed of *Man Hunt*, *Hit Parade* (American Tobacco for Lucky Strike), *Man Against Crime* (R. J. Reynolds for Camels), Faye Emerson's *Wonderful Town* (Pepsi-Cola) and *Suspense* (Auto-lite).

Sponsor identification and product mention are limited to an acknowledgment at the start and end of the program. Picture of the product or trademark is given on the card. In line with Defense Dept. policy, programs integrating commercial copy with entertainment fare are prohibited where elimination of that portion is impossible.

Supply of available prints now is limited and distribution is confined to the Korea area. Plans are to provide TV film recordings in additional overseas areas. Exhibition is made where no admission charge is levied.

AS SENDOFF gift to a departing colleague, account executives of CBS Television Spot Sales rustled up a 1920 vintage crystal set and presented it to Roy W. Hall (second from left). Mr. Hall was transferred by network to its owned-WCCO Minneapolis where he assumed new duties as sales manager. L to r: John Altemus, Mr. Hall, Tom Judge and Lue Stearns, all account executives with CBS TV Spot Sales; George R. Dunham Jr., eastern sales manager for department; and Frank Shakespeare, account executive.

REELA FILMS

Form New Miami Firm

INCORPORATION of Reela Films, Miami, into a new organization, to serve 16mm production film needs of TV stations was announced by General Manager Labe Mell last Monday. Firm has been operating in that city the past year, and now is equipped to handle both commercial and newsreel output.

The new company is supplying newsreels for WTVJ(TV) Miami. Over 50 of its commercials also are being carried on that station, according to Mr. Mell.

On newsreels, the firm plans to distribute silent or sound film coverage throughout Florida, maintaining a processing machine that provides release of newsreels within 30 minutes. Commercial output comprises idea integration, script presentations, silent film commercials with live announcer narration and/or post recording music on film.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

'TRIBUNE' FORUM WIDELY AIRED

Sept. 22-25 Sessions on Networks, VOA

RADIO again carried outstanding sessions of the 20th annual New York *Herald Tribune* Forum, which considered "Balancing Moral Responsibility and Scientific Progress" at its three-day meeting in New York last week.

NBC carried two roundtable discussions, one on "How to Deal With Communists on the Campus" and the other on "A Unique Experiment in Farming Community Exchange." Former, broadcast from 11:30 p.m. to midnight Tuesday, had Dean E. O. Melby of New York U.'s School of Education moderating discussion by students from Columbia, Radcliffe and NYU. The second program, carried at the same time Wednesday, featured discussion by a young Hindu farmer from India, a Georgia farmer, a Point Four program supervisor in India, an *Atlanta Constitution* editor and a director of a religious group.

CBS Radio broadcast Bertrand Russell's talk, "The Impact of Science on Society," from 11:15-11:30 p.m. EST Monday, and, at the same time Tuesday, Sen. James A. Duff's (R-Pa.) speech on "The Dangers of Extremism." The farming exchange program was carried by CBS Radio 11:30 p.m.-midnight Wednesday.

ABC Radio broadcast a panel discussion on "Problems of Conscience in the Congress' between Sen. Blair Moody (D-Mich.) and Rep. Christian A. Herter (R-Mass.), from 9:30-10 p.m. Monday. Three speeches were carried from 8:30-9 p.m. Tuesday: Dr. Gainza Paz, editor of Buenos Aires' *La Prensa*, Kenneth L. Dixon, managing editor of the Lake Charles, La., *American Press*, who spoke on aspects of press freedom, and Jerry Goodman, Harvard senior, who reported on the Communist youth rally in Berlin this summer.

Mutual carried two speeches from 10:30-11 p.m. Monday: Stuart Symington's talk on "The Ethics of Organized Influence" and Charles E. Wilson's address on defense mobilization. Panel discussion among educators and college students, called "Military Service—Bridge or Gap?" was broadcast live 2:30-3 p.m. Tuesday.

WNYC New York carried the sessions from 8-10:30 p.m. Monday; 2:30-4:30 p.m. and 8-11 p.m. Tuesday; and 7:55-10:30 p.m. Wednesday, feeding all broadcasts to WGBH (FM) Boston, owned and operated by the Lowell Institute broadcasting council of six colleges. In addition, WNYC recorded all programs for nationwide distribution to the 74 member stations of the National Assn. of Educational Broadcasters.

New York independent stations WINS and WMCA also carried segments of the forum. All sessions were recorded by the special events unit of the Voice of America for broadcast throughout the world, and a special report on the discussions will be prepared by the State Dept. outlet in 45 foreign languages.

TEXAS UNIT FORMS

New Radio Assn. Voted

FORMATION of the Texas Assn. of Broadcasters was voted by representatives of 33 stations at a meeting Oct. 19 in Fort Worth. J. B. McDonald, general manager of KCRS Midland, was elected president.

Other officers elected were Gillis G. Conoley, KTAE Taylor, vice president, and Willard Deason, KVET Austin, secretary-treasurer. Directors are Boyd Kelly, KTRN Wichita Falls; Lloyd Hawkins, KLTI Longview; Tom Krister, KGNC Amarillo; Mrs. Melba Dean Wells, KULP El Campo, and Garfield Keil, KWED Seguin. Next meeting was scheduled for March.

New B.C. Repeaters

FIVE NEW low power repeater stations have been put into operation in northcentral British Columbia by the Canadian Broadcasting Corp.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

JUSTLY proud of their outsized-postcard caricatures of staffmen are (l to r) Roy Ritzel, staff artist of WBT Charlotte, N. C., who did the caricatures; Bob Covington, WBT promotion manager, and Farrel Potts of Charlotte's *Herald Press*, which did lithography. Series of six postcards won for WBT and Mr. Covington a special award in the National Direct Mail Advertising Assn., contest [B • T, Oct. 22]

JONES ANSWERS

Adds New Account

DUANE JONES, president of Duane Jones Co., this week picked up another new account and replied to the two suits instituted against him by former executive employes a fortnight ago [B • T, Oct. 22].

The new account is National Re-Clean, Brooklyn, a home dry cleaner. Advertising plans are being formed, but it is understood the agency will probably re-price and re-do the package for the product, Re-Clean.

The answer to the suit on pensions stated the plaintiffs were "not entitled to pensions because they were discharged for cause." In the stock suit, the reply was that "the stock did not have the value" that was claimed.

Meanwhile, a third suit for vacation pay was instigataed against Mr. Jones last week by 11 secretaries, typists and research tabulators, all now working for the new agency, Scheideler, Beck & Werner.

Mr. Jones has not filed the $1 million suit he said he will institute against certain former employes, but still is expected to do so.

FARM INFLUENCE

Prelate Praises Radio-TV

THE Most Rev. Richard J. Cushing, archbishop of Boston, told delegates to the National Catholic Rural Life Conference in Boston that inventions such as radio and television have made farm life attractive to even the most sophisticated persons.

"By a curious and refreshing turn of the wheel of civilization," Bishop Cushing said, "people now go home to enjoy things they once left their homes to seek. Millions attend sports events, theatres, symphonies, opera and educational forums through television or the radio," the prelate added.

LABOR AD VIEW

U.S. Chamber Objects

U. S. CHAMBER of Commerce has taken labor to task for a recent newspaper editorial which accuses businessmen of siphoning off money for advertising as an alternative to paying higher taxes.

The chamber's October newsletter points out that without advertising, there would be no mass selling and mass production and that Americans would not enjoy the highest standard of living in the world.

Advertising expenditures may reach $6 billion during 1951, a new high, but national income is also up about 15% over last year, according to the Chamber's Committee on Advertising.

"To call advertising 'unpatriotic' is to overlook advertising's primary function — the creation of markets and demands for goods," it asserted. ". . . It's no secret that our productive capacities are now the biggest single deterrent to the outbreak of World War III."

Moreover, sources of information and entertainment would be "restricted, perhaps eliminated," without advertising, the committee said. "Outdoor advertising, and radio and television stations which are entirely supported by advertising would go out of existence." Newspapers and magazines also would lack revenue.

As a result, these forms of mass communications "either would become government subsidies (paid for by tax dollars), or would be able to continue only on a much weaker and more restricted level," the committee held, citing conditions in Italy and Germany during the Mussolini and Hitler regimes.

CROSLEY IN CANADA

Buys Ontario Firm

CONTRACT to purchase the physical assets of Brand & Millen Ltd., radio and television, at Long Branch, Ontario, was announced last week by the Crosley Div. of Avco Mfg. Corp. Operations with present personnel but under the new name of Crosley Radio & Television Ltd. are to begin in about 10 days, it was added.

At the same time, John W. Craig, Avco vice president and Crosley general manager, said that since 1946, Moffats Ltd. of Weston, Ontario, had been manufacturing and distributing Crosley refrigerators and white goods appliances in Canada under a license agreement and that the present purchase will have no effect on such arrangements.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to
Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Telestatus

(Continued from page 74)

Sept. 4-11. Ratings are listed as follows, including percent of total network TV time:

	Avg. Rating
President Truman (all networks)	47.6
Football	23.7
Comedy-Variety	18.4
San Francisco Peace Treaty (all networks)	17.3
Westerns	16.4
Boxing	15.9
Dramas & Mysteries	15.5
Talent	13.3
General MacArthur	12.8
Comedy Situation	12.2
Musical Variety	12.2

* * *

Pittsburgh TV Homes Also Hear Radio

RADIO is far from forgotten in Allegheny County (Pittsburgh) TV homes, according to a survey by Guide-Post Research, Pittsburgh. C. F. Ackenheil, survey director, said results disclosed that 52% of the homes in the Allegheny County area have TV sets.

In the TV homes, 86% of women saw television on the previous day and 72% listened to radio. In homes without video sets, 81% of the women listened to radio and 9% saw TV on the previous day, the survey showed.

* * *

USC's Plans For Television

BUILT at cost of more than $100,000, a completely equipped television studio will be put into operation on the U. of Southern California campus at Los Angeles early next year. This has been revealed by Fred D. Fagg Jr., president, as he announced expansion of the University's educational program in television.

TV studio is the gift of Capt. Allan Hancock, USC board of trustees chairman who is also director of Hancock Foundation for Scientific Research. Studio will be able to relay live programs to Mt. Wilson for telecasting by any of the seven Los Angeles TV stations.

In line with expansion policy, USC has set up a new Dept. of Telecommunications in the College of Letters, Arts and Sciences. Starting with spring semester on Feb. 7, and for the first time at any university, an academic degree of Bachelor of Science in Television will be offered, according to USC.

A Certificate in Television will be given persons already employed in the industry and related fields who complete 60 units of professional courses through University College, the late afternoon and early evening division of USC.

William H. Sener, associate professor, who has been head of the radio-TV department for five years, will continue as head of the new Department of Telecommunications. USC also operates KUSC-FM on a seven hour daily schedule.

O'MAHONEY DISCLAIMS ENMITY TO RADIO

In Letter to Cisler About Congress Ad Cuts

SEN. JOSEPH C. O'MAHONEY (D-Wyo.) places himself on record as no sworn enemy of radio but rather as a staunch advocate of economy in government.

This has been disclosed in a letter written by the Senator Oct. 12. to S. A. Cisler, vice president, WKYW Louisville.

Sen. O'Mahoney has been referred to generally as the man who led the fight to cut from the Defense Dept. its recruitment advertising expenditures [B•T, Oct. 22, 15]. The ban was passed by Congress before adjournment.

However, in his letter to Mr. Cisler, the Senator pointed out that his "criticism was *not* directed to advertising by commercial radio alone, but to advertising of any kind. . . . I want you to know that the evidence before the Committee [on military appropriations] indicated that radio has contributed very generously to defense programs.

"The Navy testified that 1,650 radio stations were contributing with it without any cost except for the payment of the union minimum wages of station personnel who were employed."

In addition, the Sen. O'Mahoney letter said testimony showed that "there is precious little volunteering nowadays; that the Selective Service System chooses the men for service, and that just prior to induction the Navy and the Air Force solicit their entry into those services. In other words, the testimony indicated that the advertising was useless and seemed, therefore, to be a waste of public funds."

Mr. Cisler had written a letter to the Senator that he thought "radio and TV advertising for all government agencies ought to be eliminated, but not if other media are to be left in."

He also noted that his station had had an order for two spots from one agency for an army order "that required five rate cards, signed by an official, plus innumerable invoices. It would cost us more for the paper work than we could get out. . . ."

Mr. Cisler said: "I think the broadcasting industry could focus attention in a dramatic fashion on the need for true government economy if we VOLUNTARILY recommend cutting off such appropriations, even when the money goes in our own pocket."

Another letter from a broadcaster—Dave Baylor, vice president and general manager, WJMO Cleveland, Ohio—sent to Bob Richards, Public Affairs Dept. director, NARTB, deplored anti-radio quotations attributed to Sen. O'Mahoney.

Medium Not Defended

Mr. Baylor said "the fact which distresses me most is that not a single shot (for broadcasters) was fired in this battle about appropriations for military recruiting."

Noting that the amount of money was not important, he said, "you know of course that none of us get very wealthy . . . from Army recruiting. Particularly those of us who do not have network lines to draw from.

"But the fact that no defense was made for radio, in an issue where radio had a clearly stronger defense, not to say an offense, than any other medium or all media combined, I still cannot understand why Sen. O'Mahoney was never given any information concerning radio in this controversy. . . .

"Why do not people in Congress know the salient selling facts about radio?"

Mr. Baylor quoted from a news article in the Oct. 15 issue of BROADCASTING • TELECASTING, which said: "It was revealed, perhaps officially for the first time, that radio and radio advertisers have contributed over 50% of all free measurable advertising in the five major media over many of the last 11 years. Peak year was 1944 when radio time donations reached $65 million."

COMPANY PR POLICY

Should Include Radio, TV

USE of radio and television to improve public relations as well as to sell goods was stressed by J. Carlisle MacDonald, assistant to the chairman of U.S. Steel Corp., in an address last Thursday at the annual Business Management Institute of Bryant College, Providence, R. I.

Participating in a panel discussion of community relations, Mr. MacDonald said:

"Standards of news coverage in both television and radio are constantly being raised and today a great many Americans get the bulk of their news from these media. Time is well spent in working out the best possible relations for your company with radio and television newscasters."

ATFP TALKS

Continue With IATSE

STILL in the preliminary stages, with no specific demands being made on either side, contract negotiations between the newly-formed Alliance of Television Film Producers and IATSE continue into their third week. Negotiations began Oct. 19 following exploratory fact-finding meetings with the guild.

A labor negotiating committee, representing the eight producers comprising the Alliance, is meeting with a similar IATSE committee to negotiate for ATFP members as a whole. The move, which will be followed in negotiations with other crafts and guilds, is in accord with an agreement made by the member producers that ATFP would be their "sole and exclusive bargaining agent for all crafts and guilds."

INDUSTRIAL CAMERA CHAIN

DuMont Color Development

DEMONSTRATION of the DuMont industrial color camera chain in operation, its industrial achievements, and its potential uses in the automobile industry were features of a joint meeting of the Instrument Society of America and the IRE's Professional Group on Instrumentation at Detroit Oct. 17.

James B. Tharpe, sales manager for the television transmitter division of Allen B. DuMont Labs, Clifton, N. J., was guest speaker. His talk, "Industrial Color Television Applications," explained the growth of industrial TV and how it can provide instantaneous viewing of any plant operation, thus permitting management to maintain front-office inspection at all times.

NEW 1952 catalogue, listing over 75,000 items in 1,100 pages, has been issued by Milo Radio & Electronics Corp., N. Y., distributors of industrial electronics, radio, television, sound, and broadcast equipment. Catalogue, largest corporation has ever put out, lists major standard-brand products with technical specifications, physical dimensions, and prices.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

CAPEHART FORMULA

Inaction Delays Ad Relief

THE CONTROVERSIAL Capehart formula—which permits manufacturers to adjust their ceiling prices on the basis of advertising, selling, research and other "allowable costs"—still hung in abeyance last week pending proposed amendment as Congress went home.

There was no indication this explosive issue would be resolved until the Senate and House reconvene next January.

Manufacturers meanwhile apparently are caught in the vacuum created by the failure of both the Congress and the government's pricing agency to act.

Technically, manufacturers and processors still may individually petition the Office of Price Stabilization for price adjustments on the ground of advertising and other costs. This was provided under the provision authored by Sen. Homer Capehart (R-Ind.) and written into the Defense Production Act as amended this past summer.

But OPS has pigeonholed these requests in the face of the administration's move for Congressional revision of the formula. The new bill would allow price ceiling adjustments on an industrywide basis. This would be done by taking such costs in each industry and applying them to the highest price during the base period from July 1, 1949, to June 24, 1950.

The administration substitute (S 2170) was shelved by the House Rules Committee a fortnight ago and no attempt was made to bring it up for action on the floor of the lower chamber.

As of now, manufacturers have recourse to two alternatives:

(1) They may apply individually for adjustments, with every evidence that OPS will not consider their requests for higher ceilings since the start of the Korean war unless they are, in fact, now losing money.

(2) They may choose to apply for relief under Ceiling Price Regulation 22, which makes no provision for advertising, selling, administration and research expenses.

A parting sally at advertising before Congress adjourned was delivered by Rep. Isadore Dollinger (D-N. Y.) in a report to his constituents. He suggested a consumers' advisory bureau which would test and evaluate goods in relation to costs, claiming the American public "overpays" for many commodities. He declared:

Millions of dollars are spent in advertising certain products, but the best-advertised product does not necessarily make it the best buy. Also, the American consumer has no way of determining for himself how other makes or brands actually compare with the products advertised by press, radio, television and other mediums. He often pays a higher price than necessary, as the little-known product can in fact be of higher grade and cheaper.

Rep. Dollinger charged that opponents of the control bill "foisted upon the people . . . a measure which was saddled with exemptions for the special interest groups."

Spokesmen at the Office of Price Stabilization expressed belief the agency may seek to clarify the situation within the next few weeks. Possibility was held out for regulations designed to supplement and clarify the existing Capehart blueprint, or to generally override it.

Whether these modified orders would be substantive was purely speculation. Consensus was OPS may take no definitive or regulative action before next January.

Actually, according to OPS, from 22 to 40 firms have requested upward adjustments of their ceilings on the basis of the Capehart plan. Agency had held that it would be deluged with such pleas, resulting in an administrative burden, if the provision were not repealed. Authorities also said that some producers are now selling below ceiling price in some industries.

The alternative to "that terrible Capehart amendment" was bottled up by a coalition of Southern Democrats and GOP members after it had cleared the Senate and the House Banking & Currency Committee [B • T, Oct. 15, 8].

The House group accepted the Senate version with one major change: Costs would be added to the highest level of prices prevailing during a base period of one year rather than six months.

Reaction to Refusal

The House Rules Committee's refusal to act was viewed with concern in administration circles. President Truman told a news conference he still hoped the Capehart plan would be repealed. Price Stabilizer Michael DiSalle shared his sentiments. Sen. A. Willis Robertson (D-Va.), who helped draft the Senate version, said the delay would mean higher prices and lead to wage boost demands.

CPR 22 has been a source of consternation to OPS authorities ever since it bowed in last April 25. Designed as an "interim" pricing measure to cover increased costs for factory labor and manufacturing materials, it precipitated a storm of protests almost from the outset.

Critics were quick to point out it made no provision for advertising, selling, research and administration costs in computing ceiling prices on finished goods. James D. Shouse, vice president of Avco Mfg. Corp. and board chairman of Crosley Broadcasting Corp., termed it "profit control."

In the face of these charges, OPS spokesmen reassured industry that "no regulations will be issued which will in any way restrict the use of advertising."

Criticism continued during hearings before Senate and House committees as the American Newspaper Publishers Assn. joined hands with committee members in attacking the administration substitute. Newspaper and other groups protested that the new bill would enable the President to determine advertising budgets for broadcast and printed media and thus, in effect, control press and radio.

Critics have charged that the Capehart provision would enable firms to pass on virtually all cost rises since the Korean war.

WIND Chicago Commercial Manager John Carey (l) arranges dual signing of Bert Wilson (c), sportscaster, and Eddie Hubbard (r), disc jockey. Both men were signed to exclusive contracts.

TRANSISTORS

Study Military Use

A NEW emphasis has been placed on the development and functional application of transistors for military use, the Dept. of Defense indicated last week [B•T, Oct. 22]. Its Research & Development Board announced the establishment of a transistors group to assist the department's Electronics Committee in this work.

Named to the new unit are Dr. E. W. Engstrom, vice president in charge of engineering, RCA Labs.; G. F. Metcalf, General Electric Co.; E. Finley Carter, Sylvania Electric Products; Dr. I. A. Getting, Raytheon Mfg. Co.; Dr. J. W. McRae, Bell Telephone Labs.; and Dr. A. G. Hill, Massachusetts Institute of Technology.

Other members participating are representatives of the Army Signal Office and Office of the Assistant Chief of Staff; Air Force Cambridge Research Center and the Wright Air Development Center, Dayton, Ohio. Initial meeting was held in New York Oct. 11.

North Dakota farm income, last year, averaged $9,000 per farm family. KFYR, with the nation's largest area coverage, is the medium more and more advertisers are using to tap this wealthy rural market. Ask any John Blair man for KFYR facts and figures.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE

Contact EDWARD PETRY CO

WBAL

MAKING BEDS

WBZ's Morris Pays Forfeit

NEVER question the judgment of the American housewife on things she knows best—like making beds—or you may wind up making your own bed on some crowded street corner and lying in it. That's the lesson learned the hard way by Colten (Chick) Morris, staff announcer at WBZ-AM-TV Boston.

It all started weeks ago when Carl deSuze posed a question ("Should husbands help with the housework?") on his WBZ morning show. Mr. Morris upheld the masculine view, claiming it takes only one minute to make a bed. When hundreds of angry letters flooded the station, Mr. Morris and his colleagues set up a bed at the corner of Tremont and Boylston streets fortnight ago to prove it.

The result: It took the frustrated Mr. Morris two minutes and he had to pay the forfeit three days later by spending the night in it on the sidewalk at the same location.

Promptly at 8 o'clock, Oct. 8, Mr. Morris was escorted by four models to his bed while thousands of people gathered to witness the "big sleep." Mr. Morris got no sleep. He was serenaded alternately by a Harvard band unit, three barbershop groups, hillbilly singers and square dancers.

Mr. Morris also produced a permit allowing him to set up a bed on the sidewalk—good until 4 a.m. He went on the air an hour and a half later, opening the station's broadcast schedule.

WDOK Expands

EXPANSION and decentralization of facilities has been announced by WDOK Cleveland, with work progressing on a new transmitter building on Rockside Road within the fringe area of the city. Additional space will house studios, offices and auxiliary power equipment. Decentralization was dictated for security and civil defense reasons. Station said that expansion also was necessary because of scarcity of adequate space and facilities at its downtown building, 1515 Euclid Ave.

HOME Sweet Home was never like this—or so the fate of Mr. Morris would indicate after he lost a bet to thousands of housewives who listen to WBZ Boston. Between 3,000 and 4,000 Bostonians look on as the WBZ announcer pays off the forfeit, amid smiles of professional ◄ models who tucked him in.

FCDA MANUAL

To Be Ready Soon

THE TECHNICAL manual, *U. S. Civil Defense*, which describes communications as "the nerve system of civil defense," will be issued to state and community directors within the next fortnight. It will implement the booklet issued by the White House last year [B • T, Sept 25, 1950].

The manual is being circulated among department officials of the Federal Civil Defense Administration for their approval.

The project, in preparation for several months, has been delayed because of a number of factors, among them: (1) assignment by FCC of frequencies for amateur services, and (2) slow crystallization of the Commission's emergency alert plan for broadcast stations.

The manual will be issued by FCDA's Communications & Warning Division under Col. William Talbot (USAF). Operation of communications control centers has been explored in a previous book.

Meanwhile, Congress has given its consent to a mutual security interstate pact between New York and New Jersey for civil defense. The pact calls for mutual aid in protection of communications and other facilities "in an emergency."

BOND AD BAN

House Withdraws Objection

DISAGREEMENT with a Senate rider calling for a flat prohibition against use of Treasury Dept. funds to promote bond sales through radio, TV and other media was withdrawn by the House prior to adjournment Oct. 20.

On a motion by Rep. Clarence Cannon (D-Mo.), the lower chamber agreed to recede from its earlier position and go along with the ban. The proposal was contained in a military appropriations bill (HR 5215) cleared for Presidential signature last week.

Additionally, funds are pared from $1 million to $500,000, under the rider offered by the Senate Appropriations Committee and approved by the Senate [B•T, Oct. 22, 15]. It provides that:

No part of this or any other appropriation shall be used to pay for time and space for advertising the savings bond program by press, radio or television.

In another move, the lower branch went along with the Senate on a 25% reduction of funds paid for certain informational specialists hired by the Dept. of Labor and Federal Security Agency. It inserted a proviso, however, which exempts personnel engaged in preparation of technical or research publications. Personnel who work on material intended for press, radio and television services are affected by the action.

Another last-minute amendment drawn by the House and concurred in by the Senate would preclude similar money decreases for employes of the Office of Defense Mobilization engaged in informing the public about the progress and purposes of the defense mobilization program." Defense Mobilizer Charles Wilson had protested threatened axing of expenditures for information specialists.

Legislation outlawing the use of Defense Dept. monies for paid recruiting campaigns in broadcast and printed media was signed by President Truman Oct. 18.

EQUIPMENT STANDARDS

Defense Group Studies

PRECEPTS of "reliability" for electronic equipment will be collected and disseminated to industry by a new clearing house established within the Dept. of Defense. Unit will operate under the military's Research & Development Board, Walter Whitman, board chairman, announced Oct. 16.

Appointed members of the group were M. Barry Carlton, RDB secretariat, and Dr. Albert F. Murray, radio-TV consultant. Representatives of the various services will also participate. They will distribute information to electronic laboratories engaged in military production, with emphasis on improvement on reliability of equipment with a minimum of maintenance work.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

KWK RINGS THE CASH REGISTER

in the ST. LOUIS area.

Regardless of the media, advertising is bought to move merchandise off the retailer's shelves.

When a local advertiser buys advertising, he knows immediately whether or not his advertising is moving that merchandise.

The over-whelming advantage that KWK enjoys in the local advertising field certainly indicates that KWK advertising DOES SELL merchandise!

And, that's one reason so many National Advertisers use KWK year-after-year!

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

KVI LIBEL SUIT

Jury Awards Plaintiff $1

DAMAGES of $1 have been awarded to a plaintiff who sued because of allegedly libelous statements made by Fulton Lewis jr. over MBS in May, 1950.

Listed as defendants in the suit were Mr. Lewis, KVI Seattle, which carried the program, and Ryan Cadillac Co., local sponsors.

The plaintiff, Richard C. Atwood, area rent director, took issue with statements by Mr. Lewis concerning a survey of rental housing in nearby Marysville.

Mr. Lewis accused Mr. Atwood of misrepresentations. Mr. Atwood countered with a suit for $35,000 damages. Although a co-defendant, Mr. Lewis never was served with a summons.

MBS' Series Survey

MORE THAN 69 million persons in the U. S. heard one or more of the six World Series games, according to Richard Puff, MBS research director. Special survey, conducted by MBS researchers and Crossley Inc., was based on nationwide telephone calls, of which 29% were made to homes containing both TV sets and radio sets, a ratio which corresponds to the number of radio homes also equipped with television. Results, based on home-listening only, indicated that more people heard the 1951 Series than ever before.

HOOPER IN CHATTANOOGA

March, April, May 1951

Mon. thru Fri.	Sta. B	Sta. C	WDEF	Sta. D	Sta. E
7:30 to 8:00 a.m.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0

SHARE OF RADIO AUDIENCE

	B	C	WDEF	D	E
8:00 a.m.-12:00 noon	9.3	12.2	33.5%	21.1	22.3

1370 KC · 5000 WATTS

WDEF
CHATTANOOGA

Carter M. Parham, President
Represented by BRANHAM

LOCAL RESEARCH

Is Most Needed, Says Grabhorn

A PLEA to stations to supplement the statistical nose-counting research of the national audience measuring organizations with "close, continuing, imaginative and analytical research on the local market level," to give the national advertiser what he needs to know for intelligent use of spot radio, was made Wednesday by Murray Grabhorn, managing director of the National Assn. of Radio & Television Station Representatives.

Speaking at the tenth annual luncheon of Pulse Inc. at New York's Biltmore Hotel, Mr. Grabhorn emphasized the individual characteristics of each market and their importance to the advertiser. That 27% of New Bedford's population is foreign-born while only 1.4% of the Tulsa residents were born outside this country, that Rhode Island's population is 92% urban and North Dakota's 80% rural, that about a fifth of adult residents of Washington, D. C., went to college against one-sixth of adult Clevelanders—such facts are "precisely the type of audience research information which national spot needs in continuously revised form," he said.

"Even the weather is important to the national spot advertiser," Mr. Grabhorn pointed out. "March," he said, "can mean blizzards in Minnesota, rain in California, nice spring weather in Richmond and the beginning of disastrous floods in Pennsylvania and Ohio. But, since he can pick specific markets for specific campaigns, it seems he has finally solved Mark Twain's old complaint that 'everybody talks about the weather but nobody does anything about it.'"

The great dislocation in population resulting from World War II, Mr. Grabhorn stated, presents a need for the kind of research which can answer such advertisingly important questions as these:

"Does the former New Englander now working in a midwestern aircraft factory still try to buy brown shelled eggs, or does he conform to the midwestern preference for eggs with a deeper yolk that he's been accustomed to?

"Does the ex-Philadelphian transferred to Omaha also switch easily from Phillies to White Owl cigars?

"How many women workers in California plane plants have gone to junior college or college back east; and how have they affected local tastes in clothing, in hair styling, in purchasing habits?

"Will an influx of southeners into a northern industrial city open a market for regional southern food products?"

Summing up, Mr. Grabhorn said:

"I think that audience research can be of the greatest value to national spot through the provision of the specific rather than the general; information on a local rather than a national level; of the timely rather than the dated; of ★ the continuous effort to supply the highly specialized data he [the national spot advertiser] requires in this field."

'MR. SUNSHINE'

WRUN M.C. Named in Will

CARL SWANSON, hillbilly disc jockey at WRUN Utica-Rome, N. Y., has endeared himself to a long-standing fan.

Mr. Swanson has been remembered in the will of the late Mrs. Alice Butterfield, widow of Donald Butterfield, Vermont state senator, bank president and attorney. The broadcaster was named to receive $5,000 for family and self and may eventually gain between $40,000 and $100,000 as residuary legatee of a large estate.

The WRUN disc jockey, who is called "Mr. Sunshine," struck up a warm friendship with Mrs. Butterfield when he had a program on WTIC Hartford, Conn., 15 years ago. Partly it was for sentimental reasons—Mr. Swanson's birthday is the same as the widow's son who died at birth.

Her recent death gave the Swansons an outright bequest of $2,000 for Mr. and Mrs. Swanson, $2,000 for a daughter, Dawn, age 6, and another $1,000 for Janice, 11.

New KPAN Studios

KPAN Hereford, Tex., on Oct. 15 opened additional studios in Dimmitt, 20 miles south of its transmitter. Bob Blunt, commercial manager, said several programs daily will originate in the remote studios. Clint Formby, KPAN manager, is planning establishment of other remote studios within the station's primary area.

B•T PREFERRED

University Survey Shows

A SURVEY of 32 colleges and universities offering bachelor's degrees majoring in radio indicates that BROADCASTING • TELECASTING is the preferred source of supplementary reading in basic production courses.

The study was made by Peggy Thomas, graduate student at the U. of Alabama Dept. of Radio, under the supervision of Dr. Kenneth Harwood, acting department head.

Asked to list student reference material used in their basic radio productions courses, college professors named BROADCASTING • TELECASTING more often than any of 39 other sources.

Colleges in 22 states across the nation were represented in the study.

AUDIO MEETING

Set in N.Y. Nov. 1-3

AUDIO Engineering Society, representing the broadcast, television, and recording fields, will hold its third annual convention and audio fair at the Hotel New Yorker in New York Nov. 1-3.

Speakers scheduled to deliver technical papers covering all aspects of audio engineering include: John K. Hillard, Altec Lansing Corp.; Kenneth B. Boothe, Audio & Video Products Corp.; R. L. Wallace Jr., Bell Telephone Labs.; C. J. LeBel, Audio Instrument Co.; Bruce H. Denney, Paramount Pictures Corp.; James Y. Dunbar, Wm. J. Scully, Acoustic Corp.; R. C. C. DeBois, RCA.

Most major manufacturers of audio equipment have engaged exhibition space at the fair which is expected to attract more than 10,000 visitors, according to Harrie Richardson, society official. Convention and fair will occupy the fifth and sixth floors and the grand ballroom of the hotel.

NBC's *Double or Nothing* selected "favorite radio quiz show" by American Dairy Assn. in celebration of its nationwide Cheese Festival.

SURE-FIRE attraction during hot days of the annual Tulsa State Fair and Livestock Exposition was KVOO Tulsa's trio of free ice water tanks, placed throughout the fair grounds. Looking on as Movie Actress Greer Garson quenches her thirst is Sam Schneider (l), station's farm director. Miss Garson attended exposition to show off all-white Scottish Shorthorns from her Forked Lightning Ranch near Pecos, N. M. KVOO received many letters of appreciation from grateful visitors.

FLORIDA MEET

FAB Set Nov. 2-3

WILLIAM B. RYAN, BAB president, will be featured speaker at the Midwinter Meeting of the Florida Assn. of Broadcasters Nov. 2-3 at the Soreno Hotel in St. Petersburg. The meeting will get underway Friday evening with a banquet. A two-hour business session will open activities Saturday. A talk by Harold Fellows, NARTB president, has been scheduled.

NARTB's District 5 meets at the Soreno Hotel Nov. 1-2. Florida broadcasters can attend the NARTB meeting and remain through the FAB sessions. FAB registration will be opened Nov. 2. Fee will be $10, with sessions open to all Florida broadcasters.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

LSAB MEETING

Hears Five-Point Fellows Plan

FIVE-POINT program to assure economic stability and continued growth of broadcasting was submitted Wednesday to the Louisiana State Assn. of Broadcasters, meeting in New Orleans, by Harold E. Fellows, NARTB president.

Average annual income of broadcast stations has risen from $144,000 to $160,000 since 1941 though the number of stations almost tripled in the period. Mr. Fellows said. "The demise of radio can hardly be read into such statistics as these," he suggested.

The Fellows program is based on these elements:

(1) Know your medium and have confidence in it.

(2) Program for your audience, and your audience alone. Originate rather than copy, unless an imitated format suits the need of your listeners.

(3) Develop methods of personally talking with your audience; get to know it better.

(4) Improve the quality of announcing and continuity since these factors come closest to the consciousness of your listeners.

(5) Cooperate in developing projects, such as increased tune-in, which will be mutually beneficial toward building a greater industry.

Radio's most pronounced weakness lies in announcing and continuity writing, according to Mr. Fellows. He suggested state associations hold clinics in which top air salesmen discuss the problem with agency writers.

Personal Calls

Stations might well set aside two one-month periods annually in which every staff member would personally introduce himself by telephone to at least 10 listeners per week, learning listening habits and preferences, he proposed. All calls would be followed by a letter from the station manager voicing appreciation for aid received. Mr. Fellows felt such calls would bring station personnel closer to the audience, creating the desire to do a better job, and each call would have promotional value. A staff dinner at the close of the one-month campaign would pool results, he said.

Lauding the citywide radio campaigns in several areas, Mr. Fellows proposed revival of the radio-in-every-room movement as a means of increasing future audiences.

SALES INCREASE

Advertiser Gets Results

ASHLAND Oil & Refining Co., Ashland, Ky., has reported to Ford Billings, general manager of Westvarn, regional network, that sales and distribution have shown a substantial increase since the beginning of the company's sponsorship of the West Virginia U. grid schedule Sept. 22.

Westvarn is made up of 21 stations. Local advertisers in 19 Westvarn cities share sponsorship of the football broadcasts with Ashland Oil. Play-by-play is handled by Jack Fleming, sportscaster for WAJR Morgantown, W. Va.

Some 25,000 autographed photographs of the team bearing the Valvoline symbol were snapped up during the first week of offer.

DONATES PROGRAM

AFRS Gets RCA Gift

PROGRAM package titled *Playhouse of Favorites*—dramatizations of such famous stories as *Tale of Two Cities, David Copperfield, Moby Dick, Treasure Island* and *Rip Van Winkle*—has been given by RCA to the Armed Forces Radio Service, A. B. Sambrook, manager of RCA Recorded Program Services sales, announced last week.

Thanking RCA for donating the 52 half-hour package, Col. George R. Burgess of AFRS wrote: "In answer to your question as to why we wished to distribute *The Playhouse of Favorites* to armed forces overseas, we were looking for programs for our series called *Bookshelf of the World*. Your series seemed made to order to present great literature in an interesting, informative and entertaining manner."

NEW AM GRANT

Made to Sheffield, Ala

NEW DAYTIME station in Sheffield, Ala., on 1380 kc with 1 kw was granted by the FCC last week to Daylight Broadcasting Co., headed by Richard B. Biddle, former manager of WLAY Muscle Shoals, Ala. Grant was made over the objections of Frank M. Farris Jr., WLAY owner.

In a memorandum opinion and order, FCC denied the WLAY petition to designate the Sheffield application for hearing on the grounds that allegations of misconduct on the part of Mr. Biddle while manager of WLAY were not proved, and "do no more than reveal a trivial and acrimonious dispute between two persons."

FCC also dismissed a petition by WJOI Florence, Ala., alleging interference in its 0.5 mv/m contour by the proposed Daylight Broadcasting outlet, on grounds that no engineering data was submitted to substantiate the allegation.

Sheffield, Muscle Shoals and Florence are neighboring communities.

QUARTER CENTURY Club sponsored by Canadian Assn. of Broadcasters, is now open not only to production and engineering staff of Canadian member stations, but also to sales representatives and other allied branches of the broadcasting industry.

FIRST*...

In Listening in the ALTOONA AREA!

	Morning	Afternoon	Evening
WVAM	**25.0**	**20.4**	**22.9**
Station "A"	13.2	14.1	14.0
Station "B"	18.9	15.6	12.0
Station "C"	20.0	16.9	14.0

* Figures taken from CONLAN Report of January, 1951—all stations in the area considered.

MORE POWER—MORE PEOPLE

The only 1000 WATT DAY AND NIGHT station in the area—means more people reached per dollar.

P. S.——

That's why more and more national advertisers are selling central Pennsylvania through WVAM.

WARD CBS **WVAM**

JOHNSTOWN ALTOONA

Represented by Weed and Company

KDYL Hits the Bulls-eye For You

With this sensational coordinated "bulls-eye" merchandising plan.

KDYL'S three-man merchandising staff uses this eye-catching display piece with your product attached to build displays of KDYL-advertised products in retail outlets.

Write for details, or see your Blair man TODAY

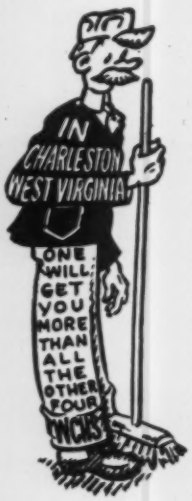
KDYL
NBC Network
SALT LAKE CITY, UTAH

National Representative: John Blair & Co.

Mr. Harvey Pearman
Beaumont & Hohman, Inc.
Kansas City, Mo.

Dear Harvey:

Nacherly you fellers allus looks fer a good market. Hit don't do no good ter advertise in a bad un. Now thet's why folks like you orta keep Charleston, West Virginny, in mind. Jest take any ole index at all, Harvey, an' you'll find th' home town uv WCHS right up thar at th' top part! Bank clearances, postal receipts, retail volume, real estate values—jest take yer pick an' you'll find Charleston as one uv th' best! An' 'nother thin', Harvey, WCHS gives yuh more uv these well-off lisseners in th' Charleston area then all th' other four stations in town put tergether! Thet's def'nitely worth keepin in Mind!



Yrs.
Algy

W C H S
Charleston, W. Va.

FREE RADIO

RADIO FREE EUROPE will give people behind the Iron Curtain a glimpse of what radio means under a free economy as a part of the program of the fourth annual meeting of the Michigan Assn. of Broadcasters. MAB convention will be Nov. 2-3 at the Ft. Shelby Hotel, Detroit.

Possibly every one of the 69 radio stations in Michigan will also carry the program which will be tape recorded at 9:30 p.m. Friday when members of the association will be guests at the WWJ Detroit auditorium.

Produced by WWJ Manager Don DeGroot with the help of member stations, the broadcast includes numbers by displaced persons who have made their new homes in Michigan. Each will be heard in his native language. Talent has been recruited from Grand Rapids, Flint, Travis City, Battle Creek, Sault Ste. Marie as well as a Latvian chorus and music from the Earl Stewart Orchestra, several vocalists and a dramatic cast. A talk by Gen. Lucius D. Clay, national chairman of the Crusade for Europe, will be featured. The all-state broadcast will be Saturday, 8-8:30 p.m., when ABC will donate its lines. Stations not ABC-affiliated will tie in with their nearest ABC neighbor. Radio Free Europe has promised widest distribution for the program overseas.

The association meeting opens Friday at 10 a.m. with Edward F. Baughn, WPAG Ann Arbor, presiding. Officers will report on MAB activities, the tax bill, libel bill and high school athletics. Jordan Jenkins, state legislative advisor, will speak. Murray Grabhorn, director of the National Association of Radio and Television Station Representatives, will be heard at the 12:30 luncheon.

At the afternoon session the NARBA treaty will be discussed, after which Hal Neal, chairman of the United Detroit Radio Committee, will speak on the "Wherever You Go, There's Radio" campaign. Sarkes Tarzian, WTTV (TV) Bloomington, will talk on "Secondary Market TV Operation." Other topics will be "UHF TV channels" and business of the association. Officers will be elected, followed by a cocktail party at 5:30; dinner, 7:30 and the program to be recorded for the all-state broadcast, 9:30.

Saturday morning will be devoted to radio sales with a panel composed of Hy Steed, WLAV Grand Rapids; Les Biederman, Paul Bunyan Network; W. A. Pomeroy, WILS Lansing; Robert Meskill, WCEN Mt. Pleasant; and D. E. Jayne, WELL Battle Creek, moderator. Oliver Gramling, assistant general manager for radio, AP, will speak on "Your News and Its Sales Potential."

Officers of MAB besides Mr. Baughn are Mr. Jayne, secretary-treasurer, and Lester Lindow, WFDF Flint, vice president.

Mich. AP Session

MEETING of the Michigan Associated Press Broadcaster's Assn. will be held at the Ft. Shelby Hotel in Detroit, Thursday, Nov. 1, at 8 p.m. in connection with the fourth annual meeting of the Michigan Assn. of Broadcasters. Lester W. Lindow, WFDF Flint, is president. Election of officers and discussion of improvement of state and local news service are on the agenda.

Program Planned For MAB Meet

SPONSORS, CLIENTS
Listed for Radio, TV

SOME 206 advertisers have sponsored TV network shows while 153 have backed radio network programs since Jan. 1, according to a special summary issued last week to subscribers of Executives Radio-TV Service, Larchmont, N. Y.

Consolidating material in the regular quarterly edition of *Factuary*, out last week, the summary indicates that adventure and mystery dramas head the TV networks with 22 programs. Straight variety shows are second with 19 programs and straight dramatic shows place third with 18 programs.

Radio network totals are led by serials with 34 programs, followed by news shows with 27 different network newscasts, and musical program, of which there are 24.

Leading sponsor groups for TV network programs are food and food products, 41 firms; home furnishings and appliances, 26 firms; and cosmetics, 17 firms. Radio network sponsors are led by food products, 28 firms; drugs, 16 firms, and cosmetics, 12 firms.

NEW 1951 line of Capehart-Farnsworth Corp. was announced in Fort Wayne, Ind., last week. Twenty-four TV sets were listed in new line.

BETTY ROSS NAMED
Heads AWRT in Ill.

BETTY ROSS, assistant director of public affairs and education at NBC Chicago, was elected president of the Illinois Chapter, American Women in Radio and Television, at the organization meeting Oct. 18. Kay Keltner Marin of Swift & Co. is secretary. Members enrolled at first meeting totaled 49.

The following committee members were named: Membership—Marian Loofe, Swift & Co.; Hilda Ballestro, Evaporated Milk Assn.; Fran Dixon, ABC. Finance—Nina Badenoch, National Society for Crippled Children and Adults; Catherin Brady, WLS. Program—Marie Jett, American Osteopathic Assn.; Gladys Blair, Young & Rubicam. Hospitality—Kay Middleton, WGN-TV. Special Projects—Ruby Anderson, WGN. Public Relations—Eleanor Hudgins, Toni Co.

LBS Defense Series

NEW series of quarter-hour programs, *Defense Report*, will be initiated by the Dept. of Defense Nov. 11 (Armistice Day) over the full network of the Liberty Broadcasting System. Program will be recorded in the Pentagon, Washington, and aired Sunday 1:15-1:30 p.m. EST from LBS studios in Dallas. Heretofore, the department's Radio-TV Branch mailed scripts to over 450 stations and military installations. Series will include information on the armed forces and special recorded documentaries from points overseas. Decision by Liberty to carry the series stemmed from a conference between Glenn Douglas, network program director, and Lt. Frank Junell of the Defense Dept.'s Radio-TV Branch.

HIGHEST air raid siren in Hudson County, N. J.—just installed and tested for first time last week—is located on the WOR-TV New York tower in North Bergen. It is located at the equivalent of approximately 10 stories above ground, at a 120-foot height. The WOR-TV tower is reportedly the highest structure in the state.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

programs promotion premiums

TEEN-AGE SHOW

WWSW Pittsburgh, *Pallan's Caravan*, Sat. 10:30-11 p.m., started Oct. 20, featuring Art Pallan, program emcee, visiting different teenage dance weekly. Mr. Pallan interviews youngsters and spins latest record releases. Show is sponsored by RCA.

CHICAGO THERMOMETER

WBBM Chicago sending trade and advertisers small promotion gimmick in envelope resembling thermometer. Piece headed "What's been hot in Chicago all summer?" As one pulls out inserted card, temperature shoots up. Insert reports "Chicago's top rated, most-sponsored station, where this year 88.3% of all local sponsors—and 85.3% of all sponsors, local and national—spot-stayed on the job all summer long!" On back is break down of figures on sponsors.

MBS BLOTTERS

"MISTER PLUS," the ad symbol of MBS, who has the "strongest grip on Home-Town, U.S.A." is being circulated in blotters MBS is sending out. Sales message is in rhyme, but punch comes from Vice President Robert A. Schmid's accompanying note, also in rhyme. "Us Home Town folks," he says in brief, "Respect a lady's senses . . . Let's send two blotters—for the Chief And his amenuensis!" Last stanza suggests that since Mutual shared its blotters with the Girl Friday, she might share her boss with its representatives when they call.

SPANISH SHOW

KWKW Pasadena, Calif., *Hour of Enchantment*, new Spanish program with Olga Andre, Costa Rican actress as hostess, salutes a different Latin-American country each Tuesday, 7:45-8:15 p.m., and has its consul as honored guest.

LAUNDRY PLUGS

WSLS-AM-FM Roanoke, Va., is now using advertising space on 5,000 "shirt stuffers" and "shirt bags" used by two local laundries. Promotion, entitled "Shirt-Circuit News," publicizes NBC shows on station. Bags and stuffers also promotion NBC's 25th anniversary.

CORN PICKING CONTEST

WIBC Indianapolis, Oct. 13, sponsored "Indiana's first" State Mechanical Corn Picking Contest at Rushville, Ind. Station presented two-hours of direct broadcasts from stage in contest field. Thirty-three farmers entered picking contest with two winners representing state in National Corn Picking Contest. Indiana's Harvest Queen was also selected at event. Implement companies, feed, seed and farm supply companies presented more than 40 exhibits at contest. State Police reported that 30,000 people from all over state attended the event. Many WIBC entertainers appeared at show.

MUSIC MAKERS

WDAF-TV Kansas City, Thurs., Oct. 25, started showing—in an understandable and light vein—how symphonic music is made. Called *Philharmonic Fun*, show will include a panel of school children and Hans Schwieger, conductor of the Kansas City Philharmonic Orchestra, as master of ceremonies. Musical weekly will be sponsored by the local Junior League.

DISTANT PRAISE

WJXN Jackson, Miss., received regional publicity last week when Bob Sublett devoted his radio column in the *New Orleans States* to praise of their hill-billy disc jockey, Hy Davis. WJXN is a 250 w station and New Orleans is 200 miles away.

WINDOW DISPLAY

WSFC Somerset, Ky., using window display in local drug store promoting *Bryant Speaks*, Wed.-Fri., 6:45 p.m., featuring Bear Bryant, U. of Kentucky football coach. Large display has picture of coach and two star players. Around promotion there are several large and small footballs. Drug store where promotion appears sponsors show.

CHANGE OF SPONSOR

TO LET the trade know that Leslie Salt Co. had taken over sponsorship of Columbia Pacific *Meet the Missus Varieties*, Harry Koplan, producer-emcee of program has sent letters notifying them of new sponsor and time program can be heard. Attached to the letter were three samples of Leslie salt. "We're happy to let you know," said the letter, "our *Meet the Missus Varieties* on KNX and Columbia Pacific Network every Sat. at 11:30 is now sponsored by Leslie Salt Co."

MEASUREMENT OF SUCCESS

WMBG, WCOD(FM) and WTVR (TV) Richmond, Oct. 16, passed out 20,000 yard-sticks on Richmond streets during Tobacco Festival. One side of yard-stick read, "The Silver Jubilee on WMBG and NBC; 25 years of the best in radio." On the other side was: "The three pioneers of Virginia: WMBG, WCOD (FM), WTVR." Young ladies that handed out promotion were dressed in colonial costumes.

'TELECOURSES' RESUME

WTVJ(TV) Miami, Fla., Oct. 23 resumed telecasts of *Telecourses* for the second year in cooperation with U. of Miami. Carried each Tuesday and Thursday at 1:30 p.m. programs offer courses that viewers request. To register for course viewer must pay $1 fee to Evening Div. of school.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

ORSON WELLES IS BACK!

"The Lives of Harry Lime"

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

whose BROADCASTING is this?

Of course, BROADCASTING belongs to everybody connected directly or indirectly with the business of broadcasting and telecasting. It's the marketplace where sponsors, their agencies, stations, networks and services all meet to do business.

This copy came to you as a subscriber.

. . . or did it?

Are you at the leisure of a route-slip . . . reading an out-dated issue . . . or taking chances on a newsstand copy?

Whatever the reason, there's too much doing in radio-tv today that directly affects your job, your future. You need the news while it's still news—while you can turn it into profitable decisions. Here's a $7.00 investment that pays real dividends every week of the year. Use this coupon to make it . . .

your . . . BROADCASTING

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, I want *my own* copy of BROADCASTING every week. Please start with next issue.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

THESAURUS SHOWS

Successes Reported

LESS than five months after RCA's Thesaurus release of *The Hour of Charm* featuring Phil Spitalny's all-girl orchestra, and *The Wayne King Serenade* subscriber stations have reported sales of the two programs to the extent of more than $880,000 in time charges and talent fees, according to A. B. Sambrook, manager of RCA Recorded Program Services sales.

One of most recent sales was made by George B. J. Adkisson of KSTP Minneapolis. Myndall Cain of Myndall Cain Cosmetics Co., Minneapolis, signed a 52-week contract for *The Hour of Charm* locally. Agency was Luther Weaver Adv., St. Paul.

Both programs are part of some 30 commercial musical packages offered through the Thesaurus library. Shows are built around big-name artists for whom local sponsors pay talent fees as well as time charges.

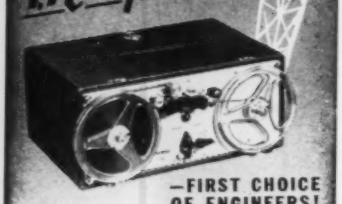
Postal Increases

DAY before adjournment, Oct. 20, Congress passed a postal rate increase bill that would raise the rates on second class mail 10% each year for the next three years, a total of 30%. Category includes magazines and newspapers. Increases go into effect April 1, 1952.

FOR FINEST TAPE RECORDING

KDKD
Clinton, Mo.

USES
Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

OCTOBER 19 THROUGH OCTOBER 25

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KLX Oakland, Calif.—Mod. CP as mod. authorizing power increase etc. for extension of completion date.

WPEN-FM Philadelphia—Mod. CP authorizing changes in FM station for extension of completion date.

License for CP

KRES St. Joseph, Mo.—License for CP as mod. authorizing frequency change etc.

FM—100.5 mc

WDXY (FM) Spartanburg, S. C.—CP to make change ERP from 11 kw to 9.18 kw, ant. height, transmitter site, etc.

APPLICATION RETURNED

WTND Orangeburg, S. C. — RETURNED application new FM station; incomplete.

License Renewal

Following stations request renewal of license: WBNS-TV Columbus, Ohio; WBEN-TV Buffalo, N. Y.; KBKO Portland, Ore.

October 22 Decisions . . .

BY THE SECRETARY

WCOW South St. Paul, Minn.—Granted license new AM station; 1590 kc 5 kw D.

WPAZ Pottstown, Pa.—Granted license for new AM station; 1370 kc 1 kw D.

KWSO Wasco, Calif.—Granted license covering increase in power, etc. 1050 kc, 1 kw, D.

WAMS Wilmington, Del.—Granted license covering change in hours of operation and changes in DA; 1380 kc 1 kw DA-1 unl.; cond.

KLON Long Beach, Calif.—Granted license covering changes in noncommercial educational FM station; 88.1 mc (Ch. 201) 10 w.

KCHR Charleston, Mo.—Granted license new FM station; 101.7 mc (Ch. 269) 450 w, ant. 67 ft.

WJBY-FM Gadsden, Ala.—Granted mod. CP for extension of completion date to 11-1-51.

WTTV Bloomington, Ind.—Granted mod. CP to change ERP from vis. 0.38 kw, aur. 3.31 kw to vis. 0.28 kw, aur. 0.14 kw; to move transmitter location, to install new ant. system etc.

KSOO Sioux Falls, S. D.—Granted mod. CP for extension of completion date to 4-14-52; cond.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

KOA Denver, Colorado—Granted petition for extension of time to Oct. 31 to file exceptions to initial decision and reply to exceptions of WXKW in proceeding re petitions of WHDH Boston, Mass., KOA Denver, Colo. and in re application WXKW Albany, N. Y.

WWHG and WLEA Hornell, New York—Granted joint petition for continuance of hearing from Nov. 14 to Jan. 14, 1952, in Washington, in proceeding upon their application.

By Hearing Examiner Elizabeth C. Smith

Desert Radio and Telecasting Co., Palm Springs, Calif.—Granted petition for further continuance of hearing in proceeding re application from Oct. 23 to Jan. 7, 1952, in Washington.

Chief, Broadcast Bureau—Granted petition for extension of time from Oct. 22 to Nov. 5 to file proposed findings of fact in proceeding re applications of Easton Publishing Co., Easton, Pa. and that of Allentown Bcstg. Corp., Allentown, Pa.

By Hearing Examiner Fanney N. Litvin

The Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio—Granted petition to amend application to specify maximum expected operating values (MEOV) in null sectors which are not directed toward other pertinent cochannel stations.

By Hearing Examiner Basil P. Cooper

Frequency Bcstg. System, Inc., Shreveport, La.—Granted petition requesting hearing re application of Southland Bcstg. Co., New Orleans, La., for license to cover CP for KCIJ Shreveport, and application for assignment of CP of that station be continued from Oct. 24 to Oct. 29 and that place of hearing be changed from New Orleans, to Shreveport, La.

By Hearing Examiner James D. Cunningham

KWEM West Memphis, Ark., and James S. and E. D. Rivers Cordele, Valdosta, Ga.—Granted petition insofar as it requests continuance of hearing re applications for assignment of license KWEM transfer of control WACL and transfer of control WMIE, and petition in other respects was denied. Hearing continued until further order.

By Comr. Sterling

North Shore Bcstg Co., Inc., Evanston, Ill.—Granted petition to take deposition in proceeding re its application and that of George Basil Anderson, Rockford, Ill.

October 23 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KMLW Marlin, Tex.—Mod. CP as mod. new AM station for extension of completion date.

October 24 Applications . . .

ACCEPTED FOR FILING

AM—610 kc

WSLS Roanoke, Va.—CP to make changes in daytime DA pattern.

License Renewal

Following stations request license renewal: WKY-TV Oklahoma City, Okla.; WGAL-TV Lancaster, Pa.

TENDERED FOR FILING

AM—730 kc

WLIL Lenoir City, Tenn.—Mod. license to increase power from 500 w to 1 kw.

(Continued on page 95)

NEWSPRINT

Relief Aid Asked

NEWSPRINT production should be ruled an "essential industry" and thus be granted tax writeoff and other concessions looking toward plant expansion, Sen. Joseph O'Mahoney (D-Wyo.) declared last Monday, in order to meet paper shortages.

In a memorandum to Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, the Wyoming Democrat supplied findings of the Joint Economic Committee on the current newsprint situation. Procedures and plans drawn by the National Production Authority for meeting small publisher needs are outlined. Sen. O'Mahoney is JEC chairman.

"In a situation where all the newsprint which can be produced can be used," Sen. O'Mahoney explained, "it is obvious that the only permanent solution must come through additional supplies of raw material and an increase in capacity."

Six applications are pending before NPA for new mills but approval of these certificates will depend largely on whether newsprint is declared an essential industry, the Senator pointed out. The memorandum cites the need for supporting and extending tax certificate programs to that industry. Sen. Johnson's "reactions" were requested.

Conservation plan for saving newsprint supplies is to be adopted by newspapers in Boston, and other cities—New York, Washington, Philadelphia, Chicago, Detroit, Cleveland and Pittsburgh—expect to follow suit, it was explained. Indirectly, small publishers stand to gain through the savings.

The Justice Dept. sanctioned these agreements after the House Interstate & Foreign Commerce Committee had explored the whole situation and issued an interim report [B•T, Oct. 15].

Show History

FIFTY-YEAR history of the entertainment world, *Show Biz From Vaude to Video*, written by Abel Green, editor of *Variety*, and Joe Laurie Jr., showman and *Variety* columnist, will be published Nov. 7 by Henry Holt & Co., 257 Fourth Ave., New York. Price: $5.

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COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
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*Member AFCCE**

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Consulting Engineer
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26 Years' Experience in Radio Engineering
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AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

RELIGIOUS AM, TV
Discussed at N.Y. Dinner

SIX representatives of the broadcasting industry and allied fields gave brief speeches on religious radio and television when the radio-TV department of the Presbyterian Church in the U. S. A. held its third annual dinner in New York Oct. 17. Speakers were Chris J. Witting, general manager of the DuMont network, elaborating on the *Morning Chapel* program carried by his network; Miss Doris Ann, director of religious television for NBC speaking on the two-week old *Frontiers of Faith* broadcasts; Edward Stanley, manager of public affairs and education for NBC, on *We Hold These Truths* Sunday morning radio show; S. Franklin Mack, executive secretary of the radio, visual education, and mass communication committee of the National Council of Churches, on "Christian Broadcasting in Asia"; Stuart Novins, associate director of public affairs for CBS Radio, on "The Continuing Importance of Radio"; Arthur Rhinow, business manager of the Broadcasting and Film Commission of the National Council of Churches, reporting on the Commission's progress during the past several years.

Introductions were made by Clayton T. Griswold, executive director of the Presbyterian radio and TV department.

MEXICAN CHANGES
Are Reported to FCC

CHANGES in assignments and new stations in Mexico have been reported by FCC following notification from Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. New NARBA, to which Mexico is not a party, is awaiting Senate confirmation. Changes reported by Mexico (probable commencement date in parentheses) are:

XEVH Valle Hermoso, Tamaulipas, 250 w day on 1310 kc, Class IV (Dec. 1, 1951).

XECJ Apatzingan, Michoacan, increases from 100 w to 250 w, fulltime, on 1340 kc, Class IV (immediately).

XEMS Matamoros, Tamaulipas, changes from 1310 kc to 1340 kc*, fulltime, 250 w, Class IV (Dec. 1, 1951).

[*FCC Noted: "This is an evident error. The listing here apparently should be for 1410 kc."]

FCC also received notice of assignment change in the Dominican Republic last week under terms of the NARBA pact. The change is:

HIT Ciudad Trujillo, changes from 1400 kc to 1240 kc, fulltime, 250 w, Class IV. Probable commencement date is Nov. 1, 1951.

YANKEE Peddlers Award for outstanding salesmanship on television was given Mary Hartline of ABC-TV's *Super Circus* by National Sales Executives Club at annual meeting in Boston recently. Engraved bronze award, replica of peddlers scene used by John Hancock Insurance Co., also was given Johnny of Philip Morris for contact work in cigarette promotion and Jack Lacy, president of Jack Lacy Institute, for sales training work.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

North midwestern station needs following personnel: Three experienced announcer - engineers ($300-$400) per month. Program director ($350). Salesman (15%). State all particulars in first letter with disc or tape and pictures. All replies answered. Box 240L, BROADCASTING.

New southern station will offer good salaries to experienced staff: Manager, sales manager, salesman, salesman-announcer, and engineer-announcer. All salaries are dependent upon experience and ability. State all particulars in first letter along with tape or disc and picture. Box 355L, BROADCASTING.

Managerial

Commercial manager with proven sales experience and background of sales management. Want a man with ability in station promotion and with sales ideas that will develop into sales. Position will pay well with salary, percentage and override to right man. Major network affiliate in Pacific northwest. Excellent future for energetic man. Send complete history in first letter, experience, past earnings, salary expected, references and personal habits. Car required. If you want to live in the Pacific northwest and have the qualifications, write Box 349L, BROADCASTING.

Salesman

Salesman-southwest. New York transcription firm seeks salesman to cover Utah, Colorado, Arizona and New Mexico. Must own car. Travel 50 weeks of the year. Be well known and come directly from radio and/or transcription sales in assigned area. Submit resume. Box 317L, BROADCASTING.

Farm editor progressive Iowa station. Rush photo, disc, full information first letter. Box 351L, BROADCASTING.

Salesman, drawing account with 15% commission. $600 per month or better possible for good salesman. Send complete details immediately. Box 361L, BROADCASTING.

Salesman-announcer for position offering fine opportunity for advancement to executive position. $65.00 draw against 15% commission. Write Box 376L, BROADCASTING.

Immediate opening. Salesman. Some announcing. For 250 watt Mutual affiliate. Car necessary. Want steady salesman to work into permanent situation with A-1 small town station. Contact Bill Lee, Manager, KVKM, Monahans, Texas.

Announcers

Rocky Mountain 250 watt NBC station wants combination operator-announcer who can write copy. College town. Box 241L, BROADCASTING.

Announcer-engineer for station in Minnesota, Iowa, South Dakota area. Salary open. Write Box 249L, BROADCASTING.

Wanted—Experienced broadcaster with capital to consider buying interest in established plant in promising field, in which choice of three affiliations has become available. Box 258L, BROADCASTING.

Hillbilly—gospel family type men wanted. Good ad-lib, personalized presentation. Real future. No floaters. In Georgia. Send disc, tape, qualifications, references, salary requirements first letter. Box 312L, BROADCASTING.

Do impersonations famous stars, Crosby, Boyer, Bugs Bunny, along with clever, fluent DJ chatter. Be in spotlight, write today Box 313L, BROADCASTING.

Combo man strong on announcing start $75 raise to $80, three months. Southern network station. Box 339L, BROADCASTING.

Help Wanted (Cont'd)

Fully experienced, all-round announcer, who knows production, operates board, studio and remote broadcasts, with some sales experience and car, for Michigan network kilowatt. Good, sound operation and excellent opportunities for qualifying announcer. Send all details and audition to Box 362L, BROADCASTING. No beginners, please!

Wanted: Experienced announcer-salesman-copy-writer or announcer-copy-writer. ABC affiliate, good small Minnesota town. Send disc or tape first. Man now in midwest preferred. Start sixty five. Box 364L, BROADCASTING.

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Wanted, announcer. Not the world's best but a good small station man who knows and can read English, play transcriptions and handle console. We are looking for a man who knows he is a small station announcer and can talk to people rather than at them. Who wants to live in a small town at a fair salary and enjoy life without working too hard. Lots of commercials and some continuity writing. Write KDLR, Devils Lake, N. D.

5000 watt NBC affiliate in Boise, Idaho seeks two all-round announcers for its staff. Ability to read news and read commercial copy so that it sells, essential. $285.00 a month. Base forty hour week. Some overtime. Send disc, details and phone number immediately to KIDO, Boise, Idaho.

Hawaiian station looking for the right combination men for two announcing jobs. Experience secondary to ability. Send full details, audition and references in first letter. First phone license essential. KMVI, Wailuku, Maui, T. H.

Two announcers needed immediately by independent going fulltime. Minimum two years experience. Chance for announcers with real ability at small stations to step up to better pay. Contact J. A. Shepherd, KNCM, Moberly, Missouri.

Wanted: Hillbilly disc jockey who can call on advertisers and sell show. Do not send audition discs or other returnable material. Write Ted Nelson, KVER, Box 1388, Albuquerque, New Mexico.

Announcer wanted KOPR, Butte, Montana. Contact Ed Cooney.

Announcer—send disc, photo and salary requirements. Larry Filkins, KSCB, Liberal, Kansas.

Permanent opening operator-announcer accent operator experienced or inexperienced, solid 22 year old 1000 watt network station. Rush complete information including picture, audition, salary desired. KSPR, Casper, Wyoming.

Wanted. Personality man who can sell time. Must be able to call on advertisers and sell. Write or wire Ted Nelson, KVER, Albuquerque, New Mexico. Do not send audition discs or other returnable material.

Announcer, must be experienced newscaster and able to deliver commercials that sell. Preference given to man with local news gathering experience. Advise previous experience, salary expected and include snapshot and audition tape or disc, good starting salary with regular increases, confidential. WAKR, Akron, Ohio.

Combination announcer - engineer wanted at 250 watt Mutual station. Salary dependent on ability. Start at $60, forty hours, with raise guaranteed if you produce. Experience not necessary if willing worker and reasonable ability. Send complete information to L. M. Neale, WALD, Walterboro, S. C.

Combination announcer-engineer. Emphasis on announcing. Salary commensurate with ability. Call Manager, at telephone 780 collect. WBSC, Bennettsville, S. C.

Help Wanted (Cont'd)

Wanted immediately, opening for announcer-engineer on Florida network station. $75.00 for forty hour week. Contact Mel Wheeler, WEAR, Pensacola, Florida.

Announcer-DJ. Strong on news. Experience, mature. Permanent. Top working conditions. Every facility. Apply by letter, submit disc to production Manager, WENY, Elmira, N. Y.

CBS affiliate, city of 175,000 has immediate opening. Paid vacations, hospital and life insurance. WJEF, Grand Rapids, Michigan.

Combination man for morning shift. Accent on announcing. $65.00 to start. WVOP. Telephone 327, Vidalia, Ga.

Announcer - engineer, first phone WWGS, Tifton, Ga., Phone 921.

Technical

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Wanted. Radio operators holding 1st class radio telephone licenses. Experience unnecessary. Car required. Upstate New York. Box 180L, BROADCASTING.

Wanted—Transmitter operator with car for AM and FM station. Experience unnecessary. $50.00 for forty hours plus time and one-half for overtime. Box 291L, BROADCASTING.

Engineer, announcer, salesman, first phone, full trick plus commission, N. Y. network, unlimited local. Consistent income improvement right man. Immediate opening. Box 369L, BROADCASTING.

Engineer with degree, experience with 50 kw, Doherty amplifiers and directional arrays. Salary open. Send picture and full resume of education, experience and references first letter. Warm climate. Box 373L, BROADCASTING.

Wanted at once: Engineer and chief for new 500 watt daytime independent. No selling, but would like some announcing. Wages above average, depending upon ability. Contact C. Chamberlain, Box 438, Bellefontaine, Ohio.

Engineers and combo men needed net and local stations augment staffs. 40-hour week and talent. Will train. Air mail, Engineer, Box 867, Morgantown, W. Va.

Wanted, any combination of engineer, announcer, script writer and salesman, KCNI, Broken Bow, Nebr.

Wanted—Engineer, first phone, chance overtime. Experience not necessary. KSTV, Stephenville, Texas.

Opening for 1st class transmitter operator. Contact Chief Engineer, WAYB, Waynesboro, Va.

Engineers needed immediately, first phone, no experience, announcing, or car necessary. WCMC, Wildwood, N. J.

We need two men who are looking for permanent positions. First class tickets and announcing ability for kilowatt fulltime directional operation. Send audition disc and details to WCTT, Corbin, Ky.

Engineer, first class license. Immediate opening. WEAV, Plattsburg, N. Y.

Engineer-announcer: Must be sober and settled for this permanent position. Emphasis on announcing. Pay $60 or more weekly. Wire collect to John Garrison, WFUN, Huntsville, Alabama.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Help Wanted (Cont'd)

We seek permanent transmitter engineer. Experience secondary to character and ambition. Car necessary. Contact Harold White, WKTY, La-Crosse, Wisconsin.

Engineer with announcing abilities, but not necessary. Good future, good salary and other benefits. Send qualification. WOCB AM & FM, West Yarmouth, Cape Cod, Massachusetts.

First Class engineer. Immediate opening. Contact James Trewin, Rural Radio Network, WVCV, Cherry Valley, New York.

Wanted, engineer with first class license. $50.00 for 40 hours, time and a half overtime. Contact Radio Station WVOT, Wilson, N. C.

Production-Programming, Others

Where 'n Sam Hill are all the copy-writers! Good job, good pay, good station. Good deal for good man. Come on, fellas: Samples, background data to Box 218L, BROADCASTING. You want to get ahead in the world, don't you?

Wanted—woman to handle publicity, work and woman's show. Large midwestern market. Send audition disc and all details first letter. Box 368L, BROADCASTING.

1 kw CBS operation needs one staffer, one news director. Have 5 kw application accepted, good staff. Our men moving to fine positions. Send audition, letter, picture and references to KILO, Grand Forks, North Dakota.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Continuity writer! CBS affiliate, city of 175,000. Paid vacations, hospital and life insurance. Immediate opening. WJEF, Grand Rapids, Michigan.

Television

Technical

Television engineer, capable of working into any position from camera to transmitter. License and TV schooling required. Good opportunity for right man. Write Chief Engineer, KOTV, Tulsa, Oklahoma.

Situations Wanted

Managerial

Sales executive, 20 years in radio interested in radio and TV sales and promotion, prefer progressive, independent group Washington-New York areas, or elsewhere, write, wire. Box 244L, BROADCASTING.

General and commercial manager available immediately. 12 years experience, strong on sales and programming and promotion, successful business background, married, family, college graduate, will go anywhere, salary, commission. Reply Box 324L, BROADCASTING.

General manager, looking for permanent connection with responsible firm. Over twenty-five years successful experience in radio, newspaper sales and management. Entire career of selling has been on underdogs and fighting the pack. In radio have worked from salesman through sales manager to general manager in less than five years and in the largest markets. Thoroughly experienced in New York agency field. As general manager have developed present independent set-up in 350,000 market to highly successful position. Am anxious to locate permanently in different location. Am completely qualified in every phase of management, sales, promotion, merchandising, labor, legal and engineering. Age forty-eight, have American family background since 1703. References include top radio and newspaper names. Desire either salary of around $16,500 or $12,500 plus percentage. Prefer the latter. Appearance, personality and manners are of caliber to represent any station on highest plane. Do not answer unless prepared to pay expenses for weekend interview. Write to Richard W. Miller, P. O. Box 2062, Pittsburgh 30, Penna.

Situations Wanted (Cont'd)

Desire challenging position as manager, commercial manager PD with progressive 250 watt, 1 kw by commercial and program conscious W. W. 2 vet. 5 years radio all phases, presently sales-announcer. Family man. Prefer N. C. or northeast U. S. Box 264L, BROADCASTING.

General-commercial manager profit conscious available for small and medium market station. Successful background in station management and sales, will travel, salary and commission commensurate with ability. Married, veteran, college grad. Box 325L, BROADCASTING.

Salesmen

Looking up: Experience in all directions 4A agency, radio packaging, 50,000 watt N. Y. indie, 500 watt suburban and New York daily. Strong sales plus programming, production, copy, promotion. Currently employed, married, age 25, own car. Box 159L, BROADCASTING.

College graduate, marketing major with 4 years retailing experience, presently employed as a salesman for a printing concern. Age 29, married. Desires position in the sales department of a radio or a television station. Contact R. L. Greenberg, 128 West 85th Street, New York 24, N. Y.

Announcers

Announcer-program director desires position in northeast. Ten year background. Box 55L, BROADCASTING.

Announcer—3 years experience, tops in news, commercials. Desirous of getting with progressive kw or more network affiliate. $65.00 minimum. 31, married. Box 178L, BROADCASTING.

Sportscaster, experience, currently employed, seeks year-round sports operation. Available basketball season, baseball 1952. Minimum $75 plus talent. Air check tapes. Box 247L. BROADCASTING.

Announcer-newsman, 6 years experience. If you have opening, I can fill it. Prefer midwest. No draft. Box 261L, BROADCASTING.

Announcer-program director prefers New England-New York area. 4 years experience all phases, accent news, special events, network traffic. College graduate, 32, veteran, family. Box 286L, BROADCASTING.

Versatile announcer wants position where board work not required. Conscientious, draft exempt, excellent references. Box 292L, BROADCASTING.

Colored disc jockey-staff announcer. College education, excellent character, best references. Box 294L, BROADCASTING.

Morning man, staff, news, or program director. Good all categories. 11 years experience. Seek immediate connection better station. 34, married, draft exempt. Minimum $75. Tape if you will send particulars. Box 310L, BROADCASTING.

Announcer-specializing in news, commercials. 3 years commercial experience plus 2 years non commercial. Also DJ and play-by-play sports. Married, automobile. Box 311L, BROADCASTING.

Attention Great Lakes area! Top rated sportscaster, 27, married, family, college graduate, veteran. Three years experience play-by-play basketball, baseball and football. Desire employment where interest in basketball and baseball is strong. Permanency and congenial atmosphere more important than cold dollars. Available November 10. Box 315L, BROADCASTING.

Making money, miss advertising. Former successful announcer-writer, Italo-American singer, sales manager and rep, wants to join your radio, TV or agency. 31, AB, responsible. Box 298L, BROADCASTING.

Keeping your Hooper happy my constant aim. 4 years with 50 kw NBC outlet prove a point. Proven emcee and announcer, originator of money-making programs. Solid ten year background includes current personal appearance tour worth thousands in publicity to front office. Happily employed but want new goal. Pix and story available air mail. Box 322L, BROADCASTING.

Announcer-record librarian wants station with opportunities. Experienced. College graduate, good references, veteran. Box 323L, BROADCASTING.

Announcer-program director, 29, exempt, 7 years experience, presently employed, seeking advancement, experienced all departments, consider all offers. Box 327L, BROADCASTING.

Situations Wanted (Cont'd)

Disc jockey, easy friendly personality with plenty of sell. Experienced. Thoroughly competent on general staff work also. Disc available. Box 337L, BROADCASTING.

Announcer-engineer. First phone. Middle, southwest and west preferred. Single, draft exempt. Interesting voice. Fair on DJ and commercials. Tape available. Box 328L, BROADCASTING.

All-round announcer. Experienced emcee and sports. Ability, ambition and ideas. Radio is my profession. Box 329L, BROADCASTING.

Announcer, copywriter. Four years experience in good stations. Familiar with any type of control board, good production ideas. Want permanent position. Box 332L, BROADCASTING.

Topnotch combo desires job in west or midwest. Married, age 31, veteran, college. Capable of assuming duties of chief engineer. State salary possibilities. Available short notice. Write Box 334L, BROADCASTING.

Ambitious, hard working radio-TV writer-producer. Ten years experience drama, music shows, etc. Box 335L, BROADCASTING.

Capable staff announcer—authoritative news and easy, intimate style on record shows. Presently morning man. Disc available. Box 338L, BROADCASTING.

Available: Combo man, 1st phone. 5 years college, 2 years radio, emphasis production, straight announcing, news, personality shows. Knows music, pop, jazz, classical. Ambitious but not impatient, wants place to grow. $70 weekly. Pacific northwest or Florida. Box 343L, BROADCASTING.

Newscaster, 2½ years experience, including 2 years 5000 watt CBS affiliate, currently employed network newsroom. Seeks return to broadcasting. Box 346L, BROADCASTING.

Coast-to-coast play-by-play sports man. Football, basketball, baseball, Big Ten, Notre Dame, southwest conference. Prefer Texas, Florida, Chicago. Tapes available. Box 350L, BROADCASTING.

Announcer-control board operator, experience light but familiar, broadcast procedure and use of general copy. Graduate, single, 27, draft exempt, capable and reliable. Resume and audition disc available on short notice. Northern and eastern states preferred. Box 353L, BROADCASTING.

Announcer, six years experience all phases. Now PD. Want permanent staff of PD position in progressive station. Married, children, employed. Box 360L, BROADCASTING.

Hold it! Experienced, ambitious announcer AM-TV. Strong commercials, news, MC etc. Presently employed 50 kw NBC AM-TV. Desire change. Excellent references. Disc, photo, particulars on request. Thanks for reading. Box 363L, BROADCASTING.

FAX of life! Flexibility, adaptability, plus X-perience! Two years network and independent staff radio announcing. All phases of TV broadcasting, direction-production and operation of all TV equipment. Mature college graduate, veteran desires job with radio station planning TV or expanding TV operation. Tape, disc, resume, references available. Box 371L, BROADCASTING.

Capable announcer—some experience. Excellent on news and DJ. Handle any board. Disc. Available immediately. N. B. Rawlick, 25-23 23rd St., Astoria, L. I., N. Y.

Announcer-engineer, emphasis on announcing, married, car, first phone, veteran, college, two years experience, independent and network, draft exempt. G. H. Saleme, 2225 Colorado, Santa Monica, California.

Technical

First phone. Seven years Marine radio experience, married, auto, desire position midwest, Minnesota or Wisconsin preferred. Box 231L, BROADCASTING.

Combination chief engineer-announcer, accomplished in both lines. Now employed as same. Family, settled, reliable, southerner. Alabama or Mississippi stations only. Will arrange personal interview and audition. $400.00 monthly. Box 248L, BROADCASTING.

Engineer, 15 years experience including construction and directional operation. Desires responsible position with progressive company in midwest or west coast. Box 253L, BROADCASTING.

Florida, southeast, fifteen months experience engineering, announcing desires combo work in progressive station. Full particulars from Box 273L, BROADCASTING.

Situations Wanted (Cont'd)

Hold first phone. Desire technician broadcast work. Experience police radio. Box 307L, BROADCASTING.

Consulting radio engineer desires position with Washington, D. C. consulting engineer. Box 308L, BROADCASTING.

College graduate, no experience, first phone first telegraph seeks combination job with station in California or southwest. Just discharged from U.S.N. Draft exempt, available immediately. Salary open. Box 316L, BROADCASTING.

Engineer, vet, married, first phone license. No experience. 2 years thorough radio, television, communications schooling. Box 318L, BROADCASTING.

Engineer-announcer. Experienced, married veteran, all phases of announcing. Presently employed, desires change to progressive station. Box 321L, BROADCASTING.

Chief engineer, experience construction in all phases. Car, family, reliable, Michigan preferred. Box 326L, BROADCASTING.

Engineer, 1st phone, 3½ years experience, 250, 500 and kilowatt directional. Studio and transmitter. Desires permanent position. Married. Box 342L, BROADCASTING.

Engineer, fourteen years complete studio, transmitter experience. Please send details. Box 356L, BROADCASTING.

Chief engineer position desired, northeast or Florida. Maintenance and construction experience 250 to 5000 watt AM and FM. Single, young, draft free, have car. Box 357L, BROADCASTING.

Chief engineer presently employed as such, fifteen years experience AM and FM. Constructed and maintained kilowatt AM transmitter. Excellent TV and radar background. Desire chief or TV in process of construction. Box 370L, BROADCASTING.

Experienced engineer with first phone ticket wants vacation fill-in work in east. $55.00 per week. Available in 15 days. Box 375L, BROADCASTING.

Attention C.P. holders. Complete 4 man technical staff available. Experienced in all broadcast operations. Smooth working quartette. No future in present job. References exchanged. Box 341L, BROADCASTING.

Transmitter operator, 1st phone. Experience, car, reliable. Prefer western location. Available immediately. P. O. Box 313, Clifton, N. J.

Engineer just obtained 1st phone. Desires employment to learn announcing and broadcasting. K. Cote, 139 West 64th Street, New York City, N. Y.

Production-Programming, Others

Program director. One of radio's top men. Creative. Knows radio, all phases. Success story. Excellent references. Will do air work. Desires metropolitan area. Available one months notice. Box 234L, BROADCASTING.

News director—Now at thousand watt rural-urban station seeks advancement, wider opportunity. Thoroughly experienced newscaster, local reporting, wire editing. Newspaper background. Sports description. Active NARND. Box 297L, BROADCASTING.

Common sense copy. Experienced copywriter and traffic man wants permanent position with advancement future. Or punch style: Act now, do it today! Here's a copywriter with references. It all adds up to Box 305L, BROADCASTING. So write today.

Copy-continuity-jingle writer (free lance). Outstanding air credits for 29 4A agencies. Moderate rates. Write Box 309L, BROADCASTING.

Agency account executive desires challenging, well-paying position with agency or TV station. 10 years solid experience in radio/TV sales, continuity, production, time-buying. Aggressive, capable, proven-producer. 34 years old, married with family. Box 314L, BROADCASTING.

Program director: 5 years experience, news delivered with authority. Smooth record shows. Majored in journalism and speech in college. 29, married, references. Disc or personal interview. Box 348L, BROADCASTING.

Situations Wanted (Cont'd)

Thoroughly experienced young radio executive seeks permanent position as program director eastern station. Strong on production, program organization. Background includes all phases radio, some TV. Presently employed 50 kw major market station. Married, vet, draft exempt. Will go out of way for personal interview. Box 358L, BROADCASTING.

Television

Technical

TV engineer: Experienced in transmitter and TV studio control design, seeks association with group or station planning TV broadcasting. Able to establish station at minimum cost. Box 378L, BROADCASTING • *TELECASTING.*

Production-Programming, Others

Experienced. All phases television. Producer, director, floor manager, cameraman, operations. Opportunity main interest. Presently employed. Box 266L, BROADCASTING • *TELECASTING.*

Excellently trained all phases telecasting. Five years continuity director, announcer, PD. Desirous television opportunity, cameraman to projectionist, writer to director. Capable, personable, enthusiastic. Box 336L, BROADCASTING • *TELECASTING.*

Television programming executive now handling complete television staff would like an interview with a New York ad agency that wants to establish a TV department or is having TV trouble. Box 372L, BROADCASTING • *TELECASTING.*

Producer, director. Twelve years radio, theatre and TV background. Experience covers program direction, program management, directing, producing and writing for radio and TV. $125. Married. Jack L. Steinhardt, 32-C Garden Terrace, North Arlington, New Jersey.

For Sale

Radio announcing school and recording studio long established and making money. Grand piano and complete equipment. V. A. contact, good civilian enrollment, lease and prepaid rent. Sell for less than value of equipment. $7,500 cash. Box 377L, BROADCASTING.

Stations

5000 watts day, 1000 watts evening. California station. Gross $150.000 year. $175,000 with half down. Box 306L, BROADCASTNG.

Equipment etc.

AM Collins 20V transmitter, brand new, never used. Two sets of tubes. Ideal for modern station. 500/1000 watts. Uses only 16 tubes. FCC denied CP. Box 296L, BROADCASTING.

Tower, 178 ft. Truscon self supporting with insulators and hardware. Brand new and a bargain. Write Box 344L, BROADCASTING.

For sale—Model 300-F Collins 250 watt AM transmitter, complete with one set of tubes, General Radio frequency monitor type 475-A with tubes, General Radio deviation meter, type 681-A with tubes, General Radio type 40-D oscillator complete with tubes, two crystal ovens and two 1240 kc. crystals. Thirteen spare transmitter tubes included. Satisfactory for broadcast or amateur. All available approximately November 15th. Equipment may be seen in operation. Contact Leroy Hackmann, Chief Engineer, KWOS, Jefferson City, Missouri.

Sell recorder—Presto type 6-N in cabinet. Will consider trade for broadcast field strength meter. WNOP, Newport, Ky.

106-ft. Truscon steel roof-type antenna; 2-section RCA pylon equipped with C.A.A. lighting; and power cable. Priced $1500.00 or best offer. Aurora (Ill.) Beacon-News.

Wanted to Buy

Stations

Station wanted—Small market station in California, preferably in northern section. Must be reasonable with strong potential. Network or independent considered. Box 352L, BROADCASTING.

Wanted to Buy (Cond't.)

Stations

Want to buy 250 or 500 watt station. Prefer Texas fulltime. Will consider others. Box 374L, BROADCASTING.

Equipment, etc.

1 kw AM transmitter. 5 kw AM transmitter. 300 foot guyed or self supporting tower. 1 console, quote low dollar. Box 236L, BROADCASTING.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 264L, BROADCASTING.

Wanted, one RCA type TMV-129B crystal oven, less crystal. Give condition and price. Box 330L, BROADCASTING.

Wanted: GE-BM-1-A-FM monitor. Also interested in 3 kw FM transmitter. Please state price, condition and age. Box 333L, BROADCASTING.

Wanted: Federal 3 kw model 192-A FM transmitter. Quote condition and price dismantled and crated for shipment. Box 340L, BROADCASTING.

50 kw FM transmitter or amplifier, good order and cheap. Also 44BX mikes. Box 347L, BROADCASTING.

Wanted: Turn tables and studio equipment WWIN, Baltimore 15, Maryland.

Wanted—Used field intensity meter RCA 2-A-B-RC. Federal 101-B or 101-C. Contact Ray Osterbusch & Son, Wheaton, Illinois.

1 kw AM transmitter, console, station monitor, limiter and rack, 3 turntables. O. Wayne Rollins, Rollins Broadcasting, Inc., Rehoboth, Delaware.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

Help Wanted

Announcers

COMBO MAN
wanted

Must be strong on announcing. Must be qualified to serve as our Chief Engineer. Send tape or platter and state salary expected. Orth Bell, General Manager.

KLMR, Lamar, Colo.

Situations Wanted

Managerial

STATION MANAGER
20 years experience

Not a swivel chair manager but one who is a leg-man always pounding the pavements for sales. Excellent references. Widely known among national radio buyers. Been employed by only two people in twenty years. Write Box 365L, BROADCASTING.

Television

Managerial

ATTENTION TV-STATION APPLICANTS

When the freeze ends, you'll want an experienced man to run your station or its program department. Ex AM manager, background in every phase of broadcasting and agency work, now TV producer at major station (more than 1,000 shows), is looking for a permanent connection with existing or pending station. No objection to waiting until freeze lifts. All inquiries will be answered. BOX 345L, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE
Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

For Sale

LOOKING FOR THE UNUSUAL IN A PERSONALITY RECORD SHOW?

Want a proven award-winning program that is going into its fourth year under the same sponsor?

WRITE BOX 359L, BROADCASTING

Stations

YOU CAN MAKE MONEY

with this 250 watt fulltime station in one of the south's most important markets, population over 500,000. Owner has other interests and cannot devote necessary time for operation. Priced far less than original investment. $25,000 cash. Balance over a five year period. Operation includes both AM & FM. Principals only, no brokers.

Reply

BOX 331L, BROADCASTING

MUST SELL AT ONCE
Emergency forces us to offer at sacrifice price, good 250 watt fulltime station in growing east coast city. Excellent potential.
BOX 366L, BROADCASTING

Miscellaneous

TV FILM SPOTS
AS LOW AS $59.—NETWORK QUALITY
RICHARD STROUT
PRODUCTIONS, BOX 331, HOLLYWOOD

GOODMAN SERIES
Set by BMI, WNEW

BENNY GOODMAN'S commentaries on full-length classical works will be available nationally late this fall as a result of arrangements completed last week by WNEW New York and Broadcast Music Inc., which will syndicate the radio series as part of its promotion of concert music.

Symphony at WNEW — With *Benny Goodman* started the popular musician as a classics commentator every Sunday afternoon from last October through June of this year. The new WNEW series, to be called *Benny Goodman's Music Festival*, was scheduled to start yesterday (Sunday) from 8:35-10 p.m. EST and, abridged to one hour's time, are the programs to be syndicated by BMI.

Project, worked out by WNEW Program Director Dick Pack and BMI President Carl Haverlin, will market the series as a 26-week package, with Mr. Goodman's informal talks—intended to bridge the gap between popular and classical music—on discs. Stations will add the music on records from their own libraries. Estimates put the series cost in the neighborhood of $60.

AFRA Oath

OFFICERS and board members of the Los Angeles local of American Federation of Radio Artists (AFL) voluntarily have taken the non-communist oath before a federal judge in Los Angeles. Previously, AFRA officers had filed affidavits stating they were not communists. The word "involuntarily" incorrectly appeared in a story in the Oct. 22 issue of BROADCASTING • TELECASTING.

BROADCASTING TELECASTING

Announcement

November 1, 1951

the following classified rates will be in force:

SITUATIONS WANTED
- **20¢ per word** ($2.00 minimum)

HELP WANTED
- **25¢ per word** ($2.00 minimum)

ALL OTHER CLASSIFICATIONS
- **30¢ per word** ($4.00 minimum)

DISPLAY ADVERTISEMENTS
- **$15.00 per inch** (one column x 1″);
- **$30.00**—(one column x 2″);
- **$45.00**—(one column x 3″), etc.

All classified advertising includes the blind box number at no cost. Replies will be mailed daily, first class, postage free. If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Payable in advance.
Checks and money orders only.

MIDWEST INDEPENDENT
Controlling Interest
$25,000.00

One of two stations in an attractive midwest city of more than 50,000 population with retail sales in excess of $70,000,000.00. This station is showing a modest profit but needs the help of one or two experienced radio operators. An outstanding opportunity for two partners.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Harold E. Murphy Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

WCAO BANQUET

Employes Honored At Fete

WCAO Baltimore on Oct. 4 celebrated an occasion of threefold significance with a banquet for the entire organization.

The staff presented their new president, L. Waters Milbourne, with a platinum and smoked-pearl formal dress stud set.

Seven staffers were honored in recognition of 20 years of service. Each was presented a gold watch by Mr. Milbourne. They were Melvin F. Woods, company treasurer; Mrs. Edyth Fox Suess, secretary to Mr. Milbourne; Edward L. Anzmenn, sales executive and member of the board of directors; George Lewis Filling, program director; Mrs. Frances Little Jordan, chief music librarian; Sydney W. Bassford Jr., supervising engineer, and Martin L. Jones, chief engineer in charge of operations and construction.

Celebrants toasted the next 30 years of broadcasting for WCAO, which was founded in 1922.

Among celebrants were (seated, l to r) Messrs. Wood and Milbourne and Clyde Morris, WCAO attorney; (standing, l to r) Robert Richmond, assistant general manager and national sales director; Mr. Anzmenn and John V. Lyons, sales executive.

Film Report

(Continued from page 78)

Hills, effective Nov. 1. Snader production offices remain headquartered at 177 S. Beverly Dr.

All-Scope Pictures Inc. has moved to 7525 Beverly Blvd., Hollywood. The new telephone number is Wyoming 1128. The firm now has its offices, projection room, cutting rooms and shooting stage under one roof.

Sales and Production . . .

JERRY FAIRBANKS PRODUCTIONS, Hollywood, is producing *That I May See,* an hour-long religious film for television. The film will be made available for networks and independent TV stations for telecasting during Thanksgiving week, and is being filmed in cooperation with the **Family Theatre** organization.

The program is the fourth religious film to be produced by **Rev. Patrick Peyton,** CSC, producer of MBS' *Family Theatre.*

The new film tells the story of Bartimeus, the blind beggar whose sight was restored by Christ.

Cast will include about 240, with 40 important speaking parts to be taken by leading Hollywood film actors. **Fred Niblo Jr.** wrote the screenplay.

Fairbanks also has signed **Tom Drake** and **Trudy Marshall** as co-stars in a new series of musical TV films scheduled to go into production this week. Temporarily titled *Make Mine Manhattan,* the series will comprise 26 musical shows featuring name talent. **Derwin Abbe** will direct.

* * *

FIRST 13 of a new series of half-hour adventure stories about the exciting days of early California, *The Scarlet Hawk,* have been completed by **Television Production Co.,** L. A. Series was shot in color. **Wendell Niles,** radio-film actor, is starred.

Principals of the new TV film producing firm are **D. Ross Lederman,** motion picture producer president and director of the series; **Vic Hunter,** formerly with Foote, Cone & Belding, Hollywood, vice president, and **Martin E. Pollard,** secretary. **George E. Callahan** wrote the series. Firm has offices at 120 S. Valley Street, Burbank. Phone is Granite 2366.

* * *

ALEXANDER FILM Co., Colorado Springs, announces the recent TV commercial productions for the following organizations:

The Jel-Sert Co., Chicago, Ill., one 60-second and one 20-second film featuring Fla-Vor Aid through Hirsch & Rutledge. **Pearl Brewery,** San Antonio, Tex., three 20-second films featuring Pearl Beer through Pitluk Advertising Co. **Pure-Pak Council,** Detroit, Mich., 13 46-second, 13 26-second, and one 13-second films featuring Pure-Pak containers through Fred M. Randall Co. **Bowman Biscuit Co.,** Denver, Col., 11 20-second films featuring Supreme Bakers products through Ball & Davidson. **A. O. Sutton Corp.,** Wichita, Kan., one 40-second film featuring Vornado Fans through Lago & Whitehead. **American Beauty Products Co.,** Kansas City, Mo., one 60-second, two 20-second, and one 10-second films featuring American Beauty Macaroni and Spaghetti through Rogers & Smith. **Gulf Brewing Co.,** Houston, Tex., two 60-second, two 20-second, and two 10-second films featuring Grand Prize Beer through Foote, Cone & Belding.

* * *

KTTV (TV) Los Angeles paid almost $250,000 for two-year Los Angeles rights to 25 Edward Small-produced feature films, motion pictures produced 1940-1947 and distributed by **Peerless Television Productions Inc.,** principals of which are **Mr. Small** and **Sol Lesser,** also producer. Majority of films are **United Artists** releases. They include *Intrigue, South of Pago Pago, Son of Monte Cristo, Last of the Mohicans, My Son, My Son* and *Twin Beds.* Telecasting slated for station's *Major Feature Theatre* starting Nov. 7.

* * *

VIDEO FILMS, Detroit, is shooting its entire second series of "Famous in the Great Lakes Region" commercials for the Pfeiffer Brewing Company in color. The purpose is twofold: They may be used in the future on color television; and they may be used now with other Pfeiffer films shown regularly at meetings and dinners.

Nine films in the first series are currently in use as one-minute commercials on Allen Funt's "Candid Camera" show in ten cities in Pfeiffer's marketing area. The subjects covered are: Freighters, Detroit, Dowagiac, Grand Rapids, Mackinac Island, Tires, World's Largest Stove, Holland, Michigan and Put-In-Bay. Fifteen to twenty-five seconds at the beginning of each film is devoted to the landmarks; the remaining time, to straight selling.

The second group will consist of ten subjects. The first, Water Sports, has been approved by Maxon, Inc., agency for the Pfeiffer Brewing Company, and will appear on TV this month. Remaining subjects will be Muskegon, Cleveland, Toledo, Cincinnati, Brown County, Indianapolis, Ore Unloaders, Dayton and Columbus. Video Films conceived and wrote both series and is shooting each film.

Video Films reports that an increasing number of its clients are requesting color shooting in order to be prepared for color TV.

* * *

NEW Series of TV film commercials for Pontiac Motor Car Co., Pontiac, Mich., have been completed by **Jerry Fairbanks Productions,** Hollywood. Agency: MacManus, John and Adams, Detroit.

D.C. BOXING STIPEND

Would Take 10% of Gross

TEN PERCENT of the gross receipts received from boxing matches held in Washington, D. C., including revenue from radio, television and motion picture rights, would go to the boxing commission in the city, according to a House bill introduced the week of adjournment.

Author of the unique bill was Rep. Pat Sutton (D-Tenn.). However, the bill also states that if the total cost of the compensation of commission personnel assigned to supervise a contest should be more than the 10% assessed, a greater percentage from receipts, including media rights, would be required to make up the difference.

'Voice' Funds

OUTLAY of about $25 million for radio broadcasting activities was assured for the State Dept.'s Voice of America under an appropriations bill signed by President Truman last Monday. The legislation carries $85 million for overseas information operation for the new fiscal year which began last July 1. Figure was incorrectly given as $63 million in the Oct. 22 issue of BROADCASTING • TELECASTING. The Senate had overridden its Appropriations Committee in a showdown vote on the proposed $63 million sum.

THERE'S THIS FACT ABOUT RADIO IN GREEN BAY

WJPG

gives more listeners more reasons to listen oftener

That's "bonus circulation!" —if you please!
It's more contacts per listener. More listeners per dollar. More ACTION per dollar.

THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE
ASK McGILLVRA
WJPG-GREEN BAY, WIS.-(1440 K)

Strictly Business

(Continued from page 16)

that "I was ready to settle down and develop what I had, rather than run from pillar to post reaching for straws," Mr. Roth recalls.

This settling down took the form of a radio advertising agency which he formed and later merged with a general advertising firm. The war disrupted Mr. Roth's plans but upon his return in December 1945 his career really took shape.

Mr. Roth previously had the Resistol account at his agency, and when the firm's president, Harry Rolnick, offered to let him head the firm's radio advertising and promotion departments, Mr. Roth found it easy to accept. In 1948 he assumed charge of all media advertising.

In his present duties, Mr. Roth works in cooperation with Tracy-Locke, Resistol ad agency. He also handles public relations and publicity. The firm uses radio-TV time and magazine and newspaper space on a national basis, but embellishes these activities with promotion at the dealer level.

"We have milked the last bit of value out of every advertising dollar spent and believe that the best campaign is the one that gives the greatest assistance at the local level," Mr. Roth explains.

As a result, the emphasis on local promotion and advertising dealer cooperation using radio and other weapons has pointed up "the proof of the pudding—the growth and recognition of Resistol hats over the past decade."

Born in Dallas, Tex., young Mr. Roth manifested early interest in sports despite the hope of his parents that he would become an accomplished violinist. He combined his string talents with a fair tenor voice and played in local bands and on radio programs.

Upon graduation from high school, Mr. Roth turned his efforts to selling while singing daily over KRLD Dallas on a morning housewives' program.

"None too persuasive" as a salesman, by his own accounts, he built up a reputation as a singer, announcer, writer and producer.

In 1934 he took to the road, singing with the Henry King and Jan Garber bands and then freelanced on the networks and in night clubs under the stage name of Bobby Brooks. He returned, after two years, to KRLD as production manager.

Returns to New York

New York again summoned Mr. Roth in 1937 in the person of Phillips Lord, with whom he served a year as production director. After a freelance writing stint, he was named program director for Elliott Roosevelt's Texas State Network before forming his own agency.

Mr. Roth was conscripted into the Air Force as a recruit, commissioned an officer and then named squadron commander with nonflying rank of captain. In 1944 he transferred to the Armed Forces Radio Service, spending a year as executive officer for AFRS in the Central and Western Pacific. In this capacity he helped install an AFRS station on Iwo Jima prior to the war's end.

Mr. Roth claims his most interesting radio deal involved the SeaBees on Iwo. He traded four cases of cold beer and a ration of whiskey for one of the best constructed stations (WVTX) built on any island during World War II, he said. Station comprised three studios, reception room, offices, music library, newsroom and correspondents' room. The SeaBees did the building and AFRS the installation.

Mr. Roth is a member of the Dallas Press Club and director of the Garland (Texas) Chamber of Commerce. He and his wife Mildred have two sons, Robert III, 8 and Richard 4. They live in Garland, 10 miles from Dallas. His chief hobby is golf, but also likes to tinker with household things.

Advertising is bought by the **group** of executives who plan **marketing** strategy and tactics.

Printers' Ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading **buyers of advertising.**

WGY Dinner Planned

TO commemorate the 25th anniversary of farm broadcasting, General Electric Co's WGY Schenectady is planning a dinner and special broadcast Nov. 2 at the Hotel Van Curler in Schenectady. Gov. Thomas E. Dewey will be principal speaker.

On the dotted line.....

SIGNING by Fritos Co. with WSAI Cincinnati, for a 15-minute show featuring Will Lenay, three-days weekly, is completed by (seated, l to r): Fred Goodridge, Fritos exec.; J. Robert Kerns, WSAI managing dir.; Norman Clark, Fritos exec.; (standing) Sam Johnston, WSAI acct. exec., and Mr. Lenay.

FOR fifth consecutive year, Bert Kallman (c) of Kallman's Garden Nursery, arranges for *Your Garden Expert* on KDB Santa Barbara. Looking on are (l to r) Billy Waugh, horticulturist featured on show, and Colin M. Selph, v-p and gen. mgr. KDB.

OFFICIALS of WIP Philadelphia, and Warner Mfg. Corp., sign for election returns Nov. 6. They are (l to r): Ralf Brent, dir. of sls. WIP; Jack Lipman, pres., Warner Corp.; Melvin E. Bach, pres., Melvin E. Bach, Warner agency, and Richard Landsman, acct. exec., Edward Petry Inc.

SMILES are in order following renewal of *Pilsener Time*, by Pilsener Brewing Co. on WHK Cleveland, for these four executives (l to r): George Carter, pres., Pilsener; William K. Brusman, WHK acct. exec.; Richard Hunt, show emcee and vocalist; and Byron Lang, Pilsener sls. mgr.

MYNDALL CAIN (l), Myndall Cain Salon, Minneapolis, completes signing with KSTP Minneapolis, for NBC Thesaurus feature *Hour of Charm*. Looking on are (l to r) George B. J. Adkisson, acct. exec., KSTP, and Don Gardner, Luther Weaver & Assoc., St. Paul, Cain Salon agency.

CLEVELAND-SANDUSKY Brewing Co. and WGAR Cleveland officials complete contract for sponsorship of *Bright Star*, a Frederic W. Ziv production, for 52-weeks. Seated are (l to r): Dorothy Schlect, Brewery adv. mgr.; Karl Stewart, v-p of brewery; Jack Barker, acct. exec. Howard L. Grinder Adv., brewery agency. Standing (l to r): Sid Freeman, Ziv sls. rep.; Don Hyde, sls. staff, WGAR; Coleman Scott, Ziv. sls. staff.

FCC Actions

(Continued from page 88)

October 25 Decisions . . .

BY THE COMMISSION EN BANC

Granted Petition

WARM Scranton, Pa.—Granted petition for reconsideration and grant without hearing applications for mod. CPs to make changes in DA and for extension of completion date to April 15, 1952.

Granted Mod. CP

WBZ-FM Boston—Granted mod. CP to change ant. from 495 to 450 ft. etc.; cond. including provision grant is without prejudice to any action taken by Commission re any existing or future application or authorization of Westinghouse Radio Stations Inc., licensee.

WBAM Montgomery, Ala.—Granted mod. CP to change power from 250 w D on 740 kc to 50 kw DA-D on 740 kc; cond.

BY THE COMMISSION

Operation Suspended

WGCH Greenwich, Conn.—Granted authority to remain silent for additional period of 10 days pending financial reorganization.

License Renewals

Following stations granted renewal of licenses for regular period:

KFJZ Fort Worth, Tex.; KVOR Colorado Springs, Col.; WCCC Hartford, Conn.; WKMH Dearborn, Mich.; KROX Crookston, Minn.; KBKO Portland, Ore.; KDKD Clinton, Mo.; KMMO Marshall, Mo.; KVMC Colorado City, Tex.; WGH Newport News, Va.; WISH Indianapolis; WJSW Altoona, Pa.; WSPR Springfield, Mass.; WXYZ Detroit; KBLF Red Bluff, Calif.; KBRO Bremerton, Wash.; KDRO Sedalia, Mo.; KELS Kelso, Wash.; KPAS Banning, Calif.; KWEW Hobbs, N. M.; KXRA Alexandria, Minn.; WHBB Selma, Ala.; WOPA Oak Park, Ill.; WSIP Paintsville, Ky.; WVIM Vicksburg, Miss.; WCLD Cleveland, Miss.; WPOR Portland, Me.; WIKC Bogalusa, La.; KERG Eugene, Ore.; KFRB Fairbanks, Alaska; KGB San Diego; KREL Baytown, Tex.; KTFI Twin Falls, Idaho; WFBM Indianapolis; WMCK McKeesport, Pa.; WMIL Milwaukee; WMLS Sylacauga, Ala.; KCOK Tulare, Calif.; KFOX Long Beach, Calif.; KOME Tulsa, Okla.; KGVO Missoula, Mont.; KIHO Sioux Falls, S. D.; KJEF Jennings, La.; KLWN Lawrence, Kans.; KOIL Omaha; KRHD Duncan, Okla.; KRLC Lewiston, Idaho; KSOK Arkansas City, Kan.; KSRO Santa Rosa, Calif.; KWBR Oakland, Calif.; KYNO Fresno, Calif.; WEIM Fitchburg, Mass.; WGRO Bay City, Mich.; WELP Easley, S. C.; KUBC Montrose, Col.; KGLO Mason City, Iowa; KSCB Liberal, Kans.; KVET Austin, Texas; KVOA Tucson, Ariz.; WJLK Asbury Park, N. J.; WRR Dallas; WHBI Newark, N. J.; KOLT Scottsbluff, Neb.; WELR Roanoke, Ala.; WFBR Baltimore; WIKK Erie, Pa.; WDIX Jackson, Tenn.; KSNY Snyder, Tex.; KINE Kingsville, Tex.

Temporary Licenses

Licenses for following stations extended on temporary basis for period ending Feb. 1, 1952:

KGCU Mandan, N. D.; KDMS El Dorado, Ark.; KRNT Des Moines; KWKW Pasadena, Calif.; KYA San Francisco; KVOL Lafayette, La.; WCBA Corning, N. Y.; WGAT Utica, N. Y.; WGWR Asheboro, N. C.; WKLX Lexington, Ky. (Chairman Coy not participating); WLOU Louisville, Ky.; WOV New York; WSMB New Orleans; WTIL Mayaguez, P. R.; WTNJ Trenton, N. J.; WWBZ Vineland, N. J.; WWDC Washington; KBND Bend, Ore.; KCSB San Bernardino, Calif.; KMCM McMinnville, Ore.; KSTR Trinidad, Col.; KTAE Taylor, Texas; WBBR Brooklyn; WTTT Coral Gables, Fla.; KFGQ Boone, Iowa; KOKX Keokuk, Iowa; KWOE Clinton, Okla.; KXLW Clayton, Mo.; KXGI Fort Madison, Iowa; WARA Attleboro, Mass.; KXOB Stockton, Calif.; WEEK Peoria, Ill.; WHIO Dayton, Ohio; WNLK Norwalk, Conn.; KIOX Bay City, Tex.; WDEM Providence; WDOK Cleveland; WGRA Cairo, Ga.; KNAK Salt Lake City; KROP Brawley, Calif.; KSWA Graham, Tex.; WCMN Arecibo, P. R.; WNDR Syracuse, N. Y.; KICO Calexico, Calif.; WPLI Jackson, Tenn.; KRIB Mason City, Iowa; KXRJ Russellville, Ark.; WBEX Chillicothe, Ohio; KDIA Auburn, Calif.; KGKB Tyler, Tex.; KXOL Fort Worth (Comr. Jones for regular period); KCOR San Antonio (Comr. Jones for regular period); KOL Seattle (Comr. Jones for regular period); WLOL Minneapolis (Comr. Jones for regular period).

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH OCTOBER 25

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,302	2,287	120		286	113
FM Stations	653	566	95	*1	10	2
TV Stations	108	90	18		454	171

* On the air.

CALL ASSIGNMENTS: KIWL Ridgecrest, Calif. (Indian Wells Bcstg. Co., 1240 kc, 250 w fulltime); WCHO Washington Court House, Ohio (The Court House Bcstg. Co., 1250 kc, 500 w day); WSOK Nashville, Tenn. (Nashville Bcstg. Co. Inc., 1470 kc, 1 kw day); WPRE Prairie Du Cien, Wis. (Prairie Bcstg. Co., 1280 kc, 500 w day); KBNZ La Junta, Col. (Otero Bcstg. Co., changed from KOKO); KBLA Burbank, Calif. (Bcstrs. of Burbank, changed from KSFV); KTEL Walla Walla, Wash. (Walla Walla Bcstg. Co., changed from KWWB effective Feb. 1, 1952); WBID Henderson, N. C. (Nathan Frank, changed from WEKI).

* * *

Docket Actions . . .

FINAL DECISION

KFYO Lubbock, Tex.—Plains Radio Bcstg. Co. FCC issued decision granting application for change in facilities from 1340 kc, 250 w, fulltime, to 790 kc, 5 kw day, 1 kw night, DA; conditions. FCC denied application, as mod., of Lubbock County Bcstg. Co. for new AM station on 790 kc, 5 kw day, 1 kw night. Decision Oct. 19.

INITIAL DECISION

Sacramento, Calif.—Capitol Radio Enterprises. Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of new AM station, 1380 kc, 1 kw, day, DA; conditions re prevention of possible objectionable inter-action with KXOA Sacramento, etc. Decision Oct. 19.

OPINIONS AND ORDERS

Daylight Bcstg. Co. Inc., Sheffield, Ala., WJOI Florence, Ala., and WLAY Muscle Shoals, Ala.—FCC ordered grant of application of Daylight Bcstg. Co. for new AM station, 1380 kc, 1 kw, daytime, provided Daylight applies within 60 days for mod. CP specifying transmitter site, etc. FCC ordered petition of WJOI dismissed. FCC ordered petition of WLAY denied. Decision Oct. 22.

Ithaca, N. Y.—Cornell U. FCC denied motion for oral presentation in current television allocation proceedings. Decision Oct. 22.

Non-Docket Actions . . .

TRANSFER GRANTS

WISR-AM-FM Butler, Pa.—Granted involuntary transfer of control Butler Bcstg. Co., licensee, from David H. Rosenblum, deceased, to Sarash E. Rosenblum, executrix of Mr. Rosenblum's estate. Granted Oct. 22.

WSIX-AM-FM Nashville, Tenn. — Granted involuntary assignment of license WSIX Bcstg. Station, licensee, to Louis R. Draughon and Louis R. Draughon, executor of estate of Jack M. Draughon, deceased. Granted Oct. 22.

WESC-AM-FM Greenville, S. C.—Granted transfer of control Greenville Bcstg. Co., licensee, from Christie K. Russell as administratrix of estate of Scott Russell, deceased, to Christie K. Russell as individual (56%) and to Alester G. Furman Jr., executive partner Alester G. Furman Co., agents and brothers in sales of securities, real estate, etc. (44%). Mr. Furman pays $44,000 for his interest. Granted Oct. 22.

KGU Honolulu, Hawaii—Granted assignment of license from Marion A. Mulrony and Advertiser Publishing Co. Ltd. to Advertiser Publishing Co. Ltd. Granted Oct. 22.

WSNY Schenectady, N. Y.—Granted acquisition of control Western Gateway Bcstg. Corp., licensee, by Winslow P. Leighton from George A. Nelson and William G. Avery. (See stories, B•T, Mar. 12, 1951, April 3, 1950.) Granted Oct. 22.

KDDD Dumas, Tex.—Granted acquisition of control North Plains Bcstg. Corp., licensee, by J. M. Crabb and Inez L. Crabb through purchase of 35 shares of stock (10%) for $3,500 from Elmo Duke. Mr. Crabb and his wife now own 57.14%. Granted Oct. 22.

WWNY-AM-FM Watertown, N. Y., and **WMSA-AM-FM Massena, N. Y.**—Granted involuntary transfer of control The Brockway Co., licensee, from Jessie R. Johnson and John B. Johnson, executors of estate of Harold B. Johnson, deceased, to John B. Johnson, executor of estate of Harold B. Johnson and Jessie R. Johnson, deceased. Granted Oct. 22.

October 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KALE Richland, Wash.—Mod. CP authorizing frequency change, DA-N, etc., for extension of completion date.

WROW-FM Albany, N. Y.—Mod. CP new FM station, as mod., for extension of completion date.

WHP-FM Harrisburg, Pa.—Mod. CP new FM station, as mod., for extension of completion date.

KITE-FM San Antonio, Tex.—Mod. CP new FM station, as mod., to change ERP from 9.2 kw to 8.2 kw.

License Renewal

WTVR Richmond, Va.—Request for license renewal.

AM—1410 kc

Ft. Myers, Fla.—CP new AM station AMENDED to change request from 1320 kc 1 kw D to 1410 kc 1 kw D.

APPLICATIONS RETURNED

KGAE Salem, Ore.—RETURNED application for mod. CP new AM station.

WDSG Dyersburg, Tenn.—RETURNED application for relinquishment of negative control licensee corp. by A. LeRoy Ward through sale of 12½% of common stock to Robert William Ward.

New Applications . . .

AM APPLICATIONS

Lansford, Pa.—Miners Bcstg. Service, 1410 kc, 1 kw, daytime; estimated construction cost $32,250, estimated first year operating expense $60,000, estimated first year revenue $70,000. Applicant is licensee of WPAM-AM-FM Pottsville, Pa. Filed Oct. 22.

Whitesburg, Ky.—KY-VA Bcstg. Corp., 920 kc, 1 kw, daytime; estimated construction cost $25,940.43, estimated first year operating cost $50,000, estimated first year revenue $80,000. Principals include Charles F. Trivette (33⅓%), owner Virgie Motor Sales & Service, Virgie, Ky., and former Kentucky state senator; Kenneth J. Crosthwait (33⅓%), general manager WLSI Pikeville, Ky.; Mark Webb (33⅓%), advertising manager Pikeville Daily News, Pikeville, Ky. Filed Oct. 22.

Allentown, Wis.—Bartel Bcstrs. Inc., 1570 kc, 500 w, daytime; estimated construction cost $18,000, estimated first year operating cost $36,000, estimated first year revenue $48,000. Applicant is licensee of WOKY Milwaukee. Filed Oct. 23.

Tarpon Springs, Fla.—WBOY Bcstg. Assn., 1470 kc, 1 kw, daytime; estimated construction cost $28,875, estimated first year operating cost $55,000, estimated first year revenue $55,000. Principals include A. H. Turner (26.375%), commercial manager WPAG-AM-FM Ann Arbor, Mich.; G. D. Griner (25%), 50% stockholder and president WGRO Bay City, Mich.; F. Beauregard (25%), owner Beauregard's Department Store, Milan, Mich., and four other Michigan residents. Filed Oct. 24.

Rockford, Ill.—Winnebago Bcstg. Co.,

(Continued on page 96)

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

WATTS

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

CALL

Headley-Reed Co.,

National Representatives

When It's BMI *It's Yours*

Another BMI "Pin Up" Hit—Published by Meridian

BLUE VELVET

On Records: Tony Bennett—Col. 39555; Arthur Prysock—Dec. 27722; Bill Farrell—MGM 11062.

Non-exclusively BMI.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

FCC Roundup

(Continued from page 95)

1330 kc, 500 w, daytime; estimated construction cost $50,000, estimated first year operating expenses $60,000, estimated first year revenue $72,800. Partners are Vincent S. Barker (75%), president, treasurer, general manager, chief engineer and 50.3% stockholder WFRL Freeport, Ill., and Howard H. Monk (25%), owner Howard H. Monk & Assoc. Advertising Agency, Rockford, Ill. Filed Oct. 24.

Covington, La.—Dr. Sireno E. Bowers Jr., 1380 kc, 500 w, daytime; estimated construction cost $12,420, estimated first year operating cost $27,600, estimated first year revenue $30,500. Dr. Bowers is a physician and surgeon, New Orleans. Filed Oct. 24.

Jacksonville, Tex.—Darrell E. Yates, 1260 kc, 500 w, fulltime, DA-N; estimated construction cost $31,700, estimated first year operating cost $42,000, estimated first year revenue $49,800. Applicant is licensee of KRBA-AM-FM Lufkin, Tex. Filed Oct. 24.

FM APPLICATIONS

Paris, Ill.—Paris Bcstg. Co., 98.3 mc (Ch. 252), ERP 1 kw; estimated construction cost $3,550, estimated first year operating cost $7,200, estimated first year revenue $14,400. Applicant is licensee of WPRS Paris. Filed Oct. 24.

Knoxville, Tenn.—Fulton High School, Ch. 211 (90.1 mc), 250 w. Estimated construction cost not given in application. Station would be non-commercial, educational. Filed Oct. 24.

TV APPLICATIONS

Fairmont, W. Va.—Fairmont Bcstg. Co., Ch. 35 (596-602 mc), ERP 17.4 kw visual, 8.7 kw aural, antenna 235 feet; estimated construction cost $100,580, first year operating cost $40,000, first year revenue $50,000. Applicant is licensee WVVW and WJPB (FM) Fairmont, W. Va. Filed Oct. 19.

Milwaukee, Wis.—Bartell Bcstrs., Ch. 19 (500-505 mc), ERP 17.28 kw visual, 8.64 kw aural, antenna height 550 feet; estimated construction cost $198,508, estimated first year operating cost $150,000, estimated first year revenue $175,000. Applicant is licensee of WOKY Milwaukee. Filed Oct. 23.

Charleston, W. Va.—Chemical City Bcstg. Co., experimental UHF station, Ch. 49 (680-686 mc) [or such frequencies as may be assigned by the Commission's Chief, Broadcast Bureau], ERP 3 kw visual, 2 kw aural, antenna height 320 feet; estimated construction cost not determinable because most of the equipment is of composite nature and already on hand from previous experimental station (VHF), except $2,000 for uni-directional UHF radiator (supporting tower is on hand), $1,000 for employe's salaries for one year and $500 for miscellaneous expenses. (Station allocated $5,000 for experimental program.) Applicant proposes to investigate UHF propagation and effects of very rough terrain. Applicant is licensee of WTIP Charleston. Filed Oct. 23.

Stockton, Calif.—Valley Bcstg. Co., Ch. 13 (210-216 mc), ERP 14.4 kw visual, 7.2 kw aural, antenna height 263 feet; estimated construction cost $208,657, first year operating cost $127,368, revenue $165,000. Applicant is licensee of KXOB Stockton, KXOA-AM-FM Sacramento, KXOC Chico, KDB Santa Barbara, and owner of Western Radio Advertising Inc., San Francisco (all in California). (Lincoln Deller is president and major [if not only] stockholder in above firms.) Filed Oct. 24.

Austin, Tex.—Capital City Television Co., Ch. 18, ERP 200 kw visual, 100 kw aural; estimated construction cost $357,500, first year operating cost $140,000, revenue $300,000. Charles Henry Coffield, owner Capital City Television Co., is independent oil producer and operator, and 60% owner Coffield Warehouse Co. Inc. Filed Oct. 24.

TRANSFER REQUESTS

WATM Atmore, Ala.—Assignment of license from Cyril W. Reddoch and J. B. McCrary, d/b as Southland Bcstg. Co., to Tom C. Miniard (50%) and Grady L. Ingram (50%) for $32,000. Mr. Miniard is engineer-announcer WCNU Crestview, Fla., and Mr. Ingram is owner of Ingram's Cafe and Tourist Courts, Troy, Ala. Filed Oct. 23.

WRJN-AM-FM Racine, Wis.—Involuntary transfer of control Racine Bcstg. Corp., licensee, from Frank R. Starbuck, deceased, to First National Bank & Trust Co., Racine, executor of estate F. R. Starbuck, deceased. Filed Oct. 24.

WSAU Wausau, Wis.—Assignment of license from The Journal Co. (The Milwaukee Journal) to John R. Tomek (51%) and Charles Lemke (49%) tr/as WSAU Inc., for $160,000. Mr. Tomek is an attorney in Wausau and is majority stockholder of WOBT Rhinelander, Wis. Mr. Lemke is vice president, director and stockholder in Underwood Veneer Co., Wausau. Filed Oct. 24.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 26, FM 59, TV 1. New deletion:

WTTH-FM Port Huron, Mich.—The Times Herald Co., license, Oct. 22. Licensee felt operation economically unsound.

BMI CLINIC

Reviews Selling, Programs

SOME 120 radio station officials heard tips on selling, programming, research needs and other problems last week as Broadcast Music Inc. held its 17th New York program clinic Monday and Tuesday at New York's Waldorf-Astoria Hotel.

They heard Howard Meighan, president of the CBS Radio Division, assert in a luncheon talk Monday that, although television is radio's biggest problem, radio will always have a major role and will never be replaced by the visual medium. He thought it possible that the number of radio stations might ultimately be cut from today's 3,000 to perhaps half that number.

Added to radio, legitimate theatre and motion pictures, he said, television becomes a "fourth theatre." Each of the four has its own dominant performers and artisans, he continued, and each will continue to have its own special audiences and attractions.

Monday's clinic sessions were presided over by NBC Vice President William S. Hedges as the day's chairman and called to order by Co-Chairman and BMI Vice President Roy Harlow.

President Lewis Avery of Avery-Knodel Inc., station representation firm, opened the discussion with an outline of the various kinds of station data which a representative needs in order to sell time for the station.

Tom Tinsley, president of WITH Baltimore and WLEE Richmond, stressed the importance of good salesmanship in all phases of station operation, and Ted Cott, general manager of WNBC-AM-FM and WNBT (TV) New York, emphasized the value of station "personality" and how to build it.

After a resume of "Copyright Hints and Pitfalls" by BMI Vice President Robert J. Burton and a talk on the importance of local news by E. R. Vadeboncoeur, vice president and general manager of WSYR-AM-FM-TV Syracuse, the findings of a WHDH Boston "out-of-home listening" survey were presented by WHDH Managing Director William B. McGrath.

In a discussion of "A Minute vs. an Inch," Frank E. Pellegrin, vice president and secretary of H-R Representatives Inc., emphasized that "radio is bigger than ever"—the "biggest, most effective and most economical advertising medium in the world"—and that, although TV cuts into newspaper and magazine reading, "the longer people own television sets, the more they go back to radio listening."

He reiterated that newspapers and magazines should be "forced" by advertisers and agencies to supply inch-by-inch readership figures on advertising, just as radio supplies minute-by-minute figures on listening. He said radio should raise its rates while newspapers and magazines should cut theirs.

Carleton McVarish, MBS audience promotion manager, put emphasis on the value of a station's knowing what its local, home audience is doing—and of trying to reach and serve that audience. Elliott Sanger, executive vice president of WQXR New York, approached the programming question from the standpoint of music. He said "there is no substitute for good music."

Jim Brown, radio-TV public relations director for BBDO, told the clinic advertising agencies expect stations, primarily, to promote clients' programs and to report the promotion to the agency. Thus, he said, both the agency and the station are helped.

Walter Haase, manager and secretary of WDRC Hartford, called attention to the value of fresh, up-to-date programming and program ideas, while Dick Pack, program director of WNEW New York, reviewed ways of "making the most of music."

Improvement of station service was seen by Michael Hanna, general manager of Cornell U.'s WHCU Ithaca, as the key to better financial and all-around condition of stations. Joseph T. Connolly, vice president in charge of programs for WCAU Philadelphia, related views on the need for consistently good planning of programs.

BMI President Carl Haverlin presided over the luncheon sessions.

WCOL SALE

FCC Sets Hearing

SALE of WCOL Columbus from Pixleys Inc. to Secretary of Commerce Charles Sawyer for $100,000 [B•T, Sept. 3] was set for hearing Dec. 6 in Washington by FCC last week.

It was one of the actions taken during the past fortnight which saw 33 changes of station ownership approved, and 10 requests for sale approval filed.

Overlap among WCOL and Sawyer-owned WIZE Springfield and WING Dayton, all in Ohio, is principal reason for hearing, according to the issues listed.

Among changes of ownership approved, FCC granted sale of KOME Tulsa to John Brown U. for $200,000 [B•T, Sept. 24], WLDS-AM-FM Jacksonville, Ill., to Jacksonville Radio & Television Broadcasting Corp. for $100,000; WLAD Danbury, Conn., to Lee Hat President James B. Lee for $30,000 (75% interest); KWSL Lake Charles, La., to WBOK New Orleans principals Jules J. Paglin and Stanley W. Ray Jr. for $35,000.

Leading requests for FCC approval of sales was that of WSAU Wausau, Wis., owned by the *Milwaukee Journal* (WTMJ-AM-TV), to local businessmen John R. Tomek and Charles Lemke (51% and 49% stock interest respectively) for $160,000. Mr. Tomek is a major stockholder in WOBT Rhinelander, Wis.

Details on applications and grants are in FCC ROUNDUP, Page 95.

The Code

(Continued from page 64)

broadcasting industry, must tread a narrow path.

"Television is no longer an infant; it is grown up and it ought not to make the mistakes of its big brother, radio. Even more than radio broadcasting, it must be constantly aware that it is a home commodity; that its programs cannot be based solely on the showmanship which can go into a legitimate theatre or nightclub. It must not only adopt an intelligent code of conduct on these premises, but it must make sure that the code has teeth and that it can be enforced.

"It will not do merely to piously hope that all television broadcasters will conform to its precepts. If the great viewing public knows that the industry means to do an effective job of policing itself, including a willingness to control the commercial as well as the program, it will respond and the television industry will enjoy a new confidence by the American people."

Sen. William Benton (D-Conn.), author of legislation to set up a National Citizens Advisory Board on Radio and Television, before leaving Washington for Connecticut, said he had not read the code but that he was very much interested in the action.

It was understood that Sen. Benton, while he might approve the step in the general sense, still would have reservations. His views on industry codes were expressed in an article "Television With a Conscience," printed Aug. 25 in *The Saturday Review of Literature*. An extract follows:

The experts estimate that within five years advertisers will spend at least a billion dollars a year to buy TV time and program talent. I have no doubt that the network executives are busy drafting codes for good programming, and that they are discussing public-service programs. There are many able and remarkable men in this fast-moving, competitive industry. I have warned my friends in the industry that they face a storm of public protest if they surrender completely to triviality, and many of them realize it.

But I am not optimistic about their efforts. I have seen codes and good intentions before. I remember 1928 and 1933 and 1938 and 1943—the key years in the history of radio.

Educators

(Continued from page 63)

terprets in part as a personal attack on me."

Portion of the letter read by the Senator said the American people "are deeply aroused over the potential of television as a social force."

The Porter letter asserted: "I do not believe you can foreclose discussion of these vital considerations by ill-conceived efforts to smear those who are sincerely concerned about the use of this great medium in our daily lives."

Referring to the Senators cosponsoring the Benton bill—Sens. Benton, John W. Bricker (R-Ohio), Leverett Saltonstall (R-Mass.) and Lester C. Hunt (D-Wyo.)—Mr. Porter said their interest "is a reflection of the widespread concern of the people of this country on this subject.

"I am sure that the industry itself treats this in a sincere and objective manner, and I suggest that unless the staff of its association takes a similar attitude it will do the industry a disservice and may invite really unpalatable remedies."

Rubicam Commendation

In his letter to Sen. Benton, Mr. Rubicam said "my hat is off to you for your good fight."

Mr. Rubicam said that in asking for the advisory board to aid the public, Congress and FCC "in thinking through the problems of this new force that has been thrust upon us, you are certainly on as sane and reasonable ground as any man could be on."

Television, he said, "free to serve the full range of public interest, and not confined to the narrow range of advertiser interest, is the best hope I know of to help us meet the strain which modern complexity puts on the process of self-government in a free society."

Points made by Mr. Rubicam included:

● Radio has not served the American people as well as it ought to largely because of "the domination of radio by the advertiser."

● However, advertising is indispensable in a "modern free economy . . . the public will benefit if television continues to be a major advertising medium."

● He's against "a monopoly of radio and television by advertisers" wherein choice of programs for the public "is more of a theory than a fact."

● The advertiser reaching for a greater mass appeal for his radio or TV program will either erade his program down or give it up in favor of a new one.

● Educators rightly protest assertions that schools and colleges are to blame for educational shortcomings. People have "a lot better chance of escaping the worst" in the field of print "than they have in radio."

● Reasons for radio "limitations" compared to printed media are (1) physical restriction on number of stations, and (2) the advertiser in radio "largely determines what the public is offered in entertainment and information through his power of acceptance or rejection of programs, and because he is the sole source of broadcasting revenue."

● We are facing an age where "a higher and higher percentage" of what we take in will be through radio and TV.

● Subscription television, such as "Phonevision, Suscriber-Vision and Telecoin," serves purpose of bringing services to the public which otherwise would not be obtainable through advertiser TV—although both should exist side-by-side.

● Educational TV stations "devoted primarily to broad public education by qualified institutions" can do much to provide for "more and better educational and informational programs . . ." Commercial subscription broadcasters' contributions in these fields, would be secondary to those of the educational station.

Sen. Benton told the Senate he had sent the letter, after obtaining Mr. Rubicam's permission, to Norman Cousins, editor of The Saturday Review of Literature and that the letter would be published by the magazine "within the next week or two" as an article.

AGENDA for two-day sales conference of Ohio Assn. of Broadcasters in Cleveland gets a once over from this group of Buckeye radiomen (l to r): Carl George, WGAR Cleveland; Len Nasman, WFMJ Youngstown, OAB director; Robert Ferguson, WTRF Bellaire, vice president of association; John McCormick, WTAM Cleveland; Carlton Dargusch, OAB counsel; L. A. Pixley, WCOL Columbus, OAB president; Jack Maurer, WHK Cleveland; William Lemmon, WJW Cleveland; Robert C. Fehlman, WHBC Canton, OAB secretary-treasurer. Sessions were held Thursday and Friday (see story page 34).

Rogers Suit

(Continued from page 63)

licity purposes other than the pictures, the jurist held, however, that Republic permitted the cowboy star to exercise all rights under that clause. He added that "the only difference that can be drawn was the consideration that he [Mr. Rogers] should go out and make additional money from that source rather than have to pay him an additional salary . . . ."

Satisfied from evidence that commercial advertising rights are of tremendous value, the jurist opined that he was "satisfied that the principal element of that value is the right of [Mr.] Rogers to control it." He added that "from the evidence in the case and from contracts between the parties, [Mr.] Rogers has gone to great lengths and taken considerable pains in the matter of controlling the products with which his name was connected. . . ."

Judge Hall could see no distinction between the phrases "commercial advertising" and "commercial tie-ups." In his opinion from testimony offered, they both mean the same thing. The jurist declared it would be difficult for him to believe that there was some distinction between the two.

Conceding that Republic has right to telecast its pictures, Judge Hall went on to say that the studio "does not have the right to televise them under any commercial sponsorship or to use them for advertising, commercial or publicity purpose for anything else than the express reservation, to wit, for the purpose of advertising the product, that is to say, advertising the pictures themselves."

Mr. Rogers has the right to control any commercial sponsorship or any advertising, commercial or publicity purposes to which his name, voice or likeness is attached for other than the motion picture which Republic has already made, the opinion continued.

The jurist further ruled that any use by a sponsor of the star's name, voice or likeness in connection with any product, "whether that is used as an attention getter or as a direct or indirect endorsement or otherwise," is a commercial use. The whole purpose is to sell something, whether a tangible article such as a shoe or boot, or an intangible article, such as a service which is given by radio or television," he noted. Judge Hall came to the conclusion that use of the pictures on TV as a sustainer is also a commercial use—it advertises the station telecasting it.

Republic's Agreement

Judge Hall based this last conclusion upon Republic's agreement with the AFM to pay into its trust fund the 5% of gross time charges even if its films were shown on TV as a sustainer.

The five week trial, which started Sept. 13, was watched with keen interest by both TV and movie industries. Mr. Rogers earlier had obtained a temporary restraining order barring Republic from releasing his films to TV.

The cowboy star's legal victory may signal complete collapse of the multi-million dollar business of releasing old movies to TV.

Martin Gang, attorney for Gene Autry, last week announced he will file suit against Republic on behalf of that radio, TV and movie cowboy singing star, to prevent that studio from selling or leasing his old pictures to TV. Mr. Autry has contemplated such a suit for several months and his attorney said it would be filed upon the cowboy star's return to Hollywood from a current personal appearance tour.

General feeling in Hollywood is that similar suits by other performers against various motion picture producers could result, should Republic lose out on its appeal for a reversal of the U. S. District Court decision.

Construction

(Continued from page 29)

chorus predicting severe cutbacks in radio-TV appliance and other consumer hard goods.

Lewis Allen Weiss, assistant administrator for the National Production Authority and former Mutual-Don Lee executive, told a luncheon session of the U. S. Chamber of Commerce on Oct. 17 that shortages of civilian products will increase during the first two quarters of 1952. He said reports of so-called "glut" inventories of some durable goods are misleading in some instances.

Dealers may be bulging now with radio and television sets, refrigerators and other items but "the other end of the distribution line" — manufacturing — shows a scarcity.

Electronics manufacturers also are affected by a new DPA directive which terminates a 60-day moratorium on the issuance of tax-writeoff certificates. Under the new setup, however, manufacturers must obtain approval from DPA for amortization before proceeding with plant expansion or new facilities. Previously, they could apply for writeoffs after commencing construction.

Isaac Leaves WCFL

GEORGE ISAAC has resigned as commercial manager of WCFL, Chicago Federation of Labor station, to devote all his time to WCNT Centralia, Ill., which he owns. Mr. Isaac was commercial manager of WCFL four years, and was associated with the station 15 years. His sales work at WCFL will be taken over by Art Harre, new general manager.

at deadline

TECHNICAL NEEDS STUDIED FOR CONVENTION COVERAGE

MORE THAN 2,000 radio and all TV stations, as well as five radio and four TV networks, will carry events from Democratic and Republican National Conventions in Chicago next year, Bill Henry, Mutual newscaster and chairman of convention committee of Radio-Television Correspondents Assn., said in Chicago Friday.

He conducted meeting there with representatives of stations and networks in effort to determine technical needs for broadcast media coverage. Final requirements of each network will be submitted to his committee in New York Thursday, after which they will go to National Committees. Mr. Henry's convention assistants are superintendents of Congressional radio galleries, Harold McGrath for Senate and Robert Menough for House. Group works with Ken Fry and Ed Engle of Democratic and Republican National Committees, respectively. Although convention site has not been set, it is believed Chicago stadium will be chosen. International Amphitheatre is thought by many to have better convention and press facilities but is located five miles south of business and hotel "Loop" area, while stadium is only mile-and-a-half west. Costs of radio-TV installations have been estimated at $500,000, and will presumably be paid by sponsor.

AGENCY CAN MAKE MONEY ON TV, SAYS BEN DUFFY

THERE'S something wrong with an agency's system of operating if it can't make money in television, because opportunity is there, Ben Duffy, president of BBDO, said in answer to questions posed by Walter Craig, vice president in charge of radio and television, Benton & Bowles, at meeting of 4-A Central Council in Chicago Friday (early story page 29). Mr. Duffy and Mr. Craig appeared in duologue on TV.

Despite frequent agency claims that TV billings do not bring them enough revenue, Mr. Duffy said BBDO "makes as much money from TV as anything else," and profits depend on close inter-agency cost checking and billing extras to clients.

Mr. Duffy said expenses of network TV are justified by good sales results. "Coverage is secondary to impact and effect on overall sales," he said. He insisted basic changes must be made to bring in new talent.

Mr. Craig said best news TV has had for long time is that ulcers can be cured in two weeks.

SAFEGUARDS CONSIDERED FOR NARTB TV CODE

REVAMPING of parts of NARTB TV code (early story page 64) to protect NARTB, stations and networks from civil and antitrust suits will take place following Friday meeting of over dozen lawyers representing TV clients with NARTB legal staff. Meeting held at association headquarters in Washington.

Antitrust peril in awarding and removal of seal pointed out by attorneys, with danger of triple damages in some cases. Ban on liquor advertising might run into conspiracy action, it was pointed out, though stations individually can adopt own policies. Doubt also voiced on language used in paragraph covering personal products of intimate nature.

PITTSBURGH-ST. LOUIS MICROWAVE RELAY

PLANS for $6,100,000 radio-relay system between Pittsburgh and St. Louis revealed in application filed with FCC by AT&T Friday. System, to include 23 microwave stations, would utilize existing relay system connecting Columbus, Dayton and Indianapolis, as its central link and would form second East-West microwave route across Midwest. Plans call for initial use of new system for telephone service in mid-1953, with several TV channels becoming subsequently available. One westbound and two eastbound TV channels are now in use between Dayton and Columbus, two westbound between Dayton and Indianapolis. Area is connected to nationwide TV networks by Dayton-Toledo coaxial cable link.

PRODUCTION AUTHORITY ISSUES SECURITY RULES

RULES governing security information at Defense Production Adm. and National Production Authority announced Friday by Manly Fleischmann, DPA-NPA administrator.

Carrying out President's executive order (see story page 30), Mr. Fleischmann said safeguards will be followed in information concerning national security but all other will be available to public. "We must never forget that the American people have a fundamental right to non-security information regarding the activities of government agencies," he said.

DPA-NPA security officers are responsible for handling of information, he said, with officials to be assigned to classification. Periodic review will be made, he said. Assistant administrator is to be authorized to declassify information. Conflicts will be referred to administrator, with disposition to be recorded with security committee. Mr. Fleischmann said these provisions assure exercise of careful judgment and permanent record of actions. News media invited to contact assistant administrator in case of complaint.

MRS. FRANCES WALZ BREDBERG

MRS. FRANCES WALZ BREDBERG, president, director and majority stockholder of Tri-State Broadcasting Co., operators of KTSM El Paso, died Thursday, Oct. 25, in Fort Worth, Texas.

DuMONT CODE VIEWS

COMMENTING on NARTB TV Code, Chris J. Witting, director and general manager of DuMont Television Network, told BROADCASTING • TELECASTING Friday that code's program standards reflect same principles that DuMont has used to guide its own operation (code story page 64). With respect to code's commercial and enforcement sections, he said these are being studied very carefully and that he preferred to withhold comment until this study is completed.

PEOPLE...

W. MARSHALL KEELING named to NBC Merchandising Dept. as assistant manager for radio merchandising and **FRED M. KIEFER** joins same department as merchandising district supervisor. Both have been district managers in trade extension (merchandising) division of *American Weekly* and *Puck*, Hearst publications. Mr. Keeling will assist Fred M. Dodge, director of merchandising for NBC, in management of merchandising department. Mr. Kiefer will supervise network merchandising operations in one of 12 proposed districts of U. S.

ROBERT E. PHILPOT named sales presentation writer in advertising and sales promotion dept., CBS Television Division. He has been sales presentation writer in research and sales development department of ABC, and formerly was research analyst at Sullivan, Stauffer, Colwell & Bayles, advertising agency.

GEORGE HARRIS, former general representative, named assistant national sales manager of Philip Morris & Co.

KLAUS LANDSBERG, vice president of Paramount Television Productions and general manager of KTLA (TV) Hollywood recuperating in Cedars of Lebanon Hospital, Los Angeles, from second operation in 10 days.

HAL DAVIS, vice president and publicity director, Kenyon & Eckhardt, New York, has been appointed vice president in charge of promotion and publicity for agency. Herb Landon, assistant publicity director, named publicity director. Mr. Davis continues as member of agency plans board.

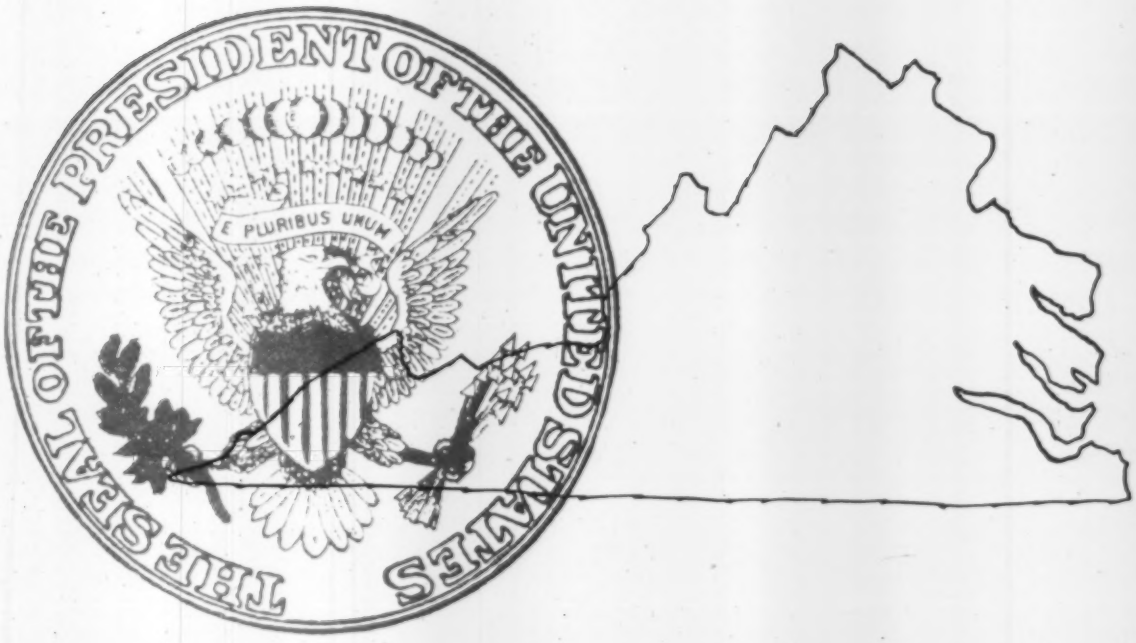
JOE HEROLD, former chief engineer and general manager of WOW-TV Omaha, who engineered construction of Union Radio TV, Havana, now installing TV outlet for Televisao Paulista, Sao Paulo, Brazil.

RALPH FUREY, Columbia U. director of athletics and co-chairman of National Collegiate Athletic Assn. TV Committee, will be guest speaker at bi-weekly Radio Executives Club luncheon in New York Thursday. His topic: "How Has Television Affected Sports?" Club will commemorate Nov. 15 first NBC network broadcast 25 years ago.

JAMES HAUSMAN, Badger, Browning & Hersey, N. Y., to Geyer, Newell & Ganger, same city, as senior copy writer.

EXAMINER REVERSED

FCC reversed initial decision of hearing examiner, ordered record reopened in case of new AM stations on 1450 kc with 250 w for Inglewood, Escondido, Oceanside, Calif. In Memorandum Opinion and Order issued Friday, FCC told examiner to hold further hearings on Inglewood application to determine whether air hazard is involved and interference with KALI Pasadena. Examiner last year recommended grant of new facilities to Centinela Valley Broadcasting Co. for Inglewood and Balboa Radio Corp. for Escondido. Examiner also proposed to deny Crescent Bay Broadcasting Co. for Santa Monica and Oceanside Broadcasting Co. for Oceanside [B•T, Sept. 4, 1950]. FCC affirmed examiner's denial of Santa Monica application.



Virginia: state of presidents

Mount Vernon—Home of Washington

What does leadership spring from? It's hard to say—
yet it's safe to link that unique quality to alertness,
ingenuity, practical idealism, and a pioneering spirit.
Virginia is aptly termed the State of Presidents.
Among the nation's leaders, Washington, Jefferson,
Madison, Tyler, Taylor, Monroe, William Harrison,
and Wilson all called the Old Dominion home.
Is it coincidence that the State of Presidents
led the way when the revolutionary air duo,
radio and television, first dawned on the horizon?
Is it coincidence that WMBG, WCOD (FM) and WTVR.
First Stations of Virginia, lead sponsors
right into the hearts of their vast audiences?

WMBG AM **WCOD** FM

WTVR TV

Havens & Martin Stations are the *only*
complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA